The National

CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

ABOVE: Tool cabinet is cleaned daily at Guarantee Cleaners, Windsor, Ontario. Owner Angelo Olivastri shown here. Story on page 38

Pulverized newspaper used to filter solvent....Page 40

How to train operators on steam-air form.....Page 44

Staff identification sells de luxe service.....Page 52

JULY, 1952

A R

University Microfilms
313 North First Street
Ann Arbor, Michigan

ZA

and save on filtering costs, too!

ALERT dry cleaners have found Hyflo* to be a high speed filter powder that acts as a porous sponge to trap out all lint, dust, and other solids from their solvent. It's foolproof insurance that only brilliantly clear solvent returns to the washer.

That's how Hyflo cuts your operating costs by keeping solvent flowing freely, keeping filter pressures low longer, and reducing the number of shutdowns for cleaning filter screens. That's how it also helps you turn out better work . . . with fewer of the odor and spotting troubles that pile up re-runs.

Still another money-saving advantage of Hyflo is the thoroughness of its filtering job, which permits less frequent distilling of the solvent. Since less distilling means less replacement . . . you save on solvent recovery costs, too.

To find out more about Hyflo, and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook. It's full of valuable suggestions that will help you increase the efficiency of your filtering system and save money, too. Johns-Manville, Box 60, New York 16, New York. *Reg. U.S. Pat. Off.

JM

Johns-Manville HYFLO the original high speed Filter Powder

The BUCKEYE spot and stain removal chart

	STAINS	STEP 1	EXTREME STAINS STEP 2	EXTREME STAINS STEP 3
Dry Side	Auto Grease, Airplane Dope, Adhesive Tape, Chewing Gum, Creosote, Furniture Polish, Permanent Starch, Rubber Cement, Mineral & Animal Oil	A·B		
	Auto Polish, Grease		N	E
	Asphalt, Carbon, Hair Oil, Nail Polish		J	K
	Foundation Cream and Powder Makeup, Hemlines, Ointment		C-D	
	Collodion		C	
	Eyebrow Pencil, Mascara		K	E-C-D
	Enamel		K	F
	Indelible Pencil		C-D	E-F
	Inks		C-D	E-K-M-F
	Lacquer		K	C-D
	Paints		H	K-C-D
	Lipstick		G	L-C-D-F
	Rouge		E	C-H-D-G-F
	Shoe Polish		C-D	I-F
	Unknown Stains		C-D	K-I-M-F-O
Wet Side	Animal Stains, Cement, Dye Stains	C·D	O	
	Beer—Ale, Catsup, Egg, Fruit Stains, Gin, Soft Drinks		M	E-F-O
	Blood		A	I-M-O
	Chocolate, Cocoa, Coffee, Tea		I	M-F-O
	Cream, Milk		I	M-F-O
	Deodorant		H	A-B
	Discharge		M	O
	Grass		A	E-F
	Glue		O	L
	Gravy		A	M-H-O
	Ice Cream		M	E-I
	Liquor		M	E-C-F-O
	Mustard		F	C-D
	Mayonnaise		K	C-M-B-F
	Medicines		A	F-O
	Mildew		F	O
	Perfume		F	A-L
	Scorch		G	L
	Sweet Stains		A	E-M-H
	Urine		C	I-F
	Vomit		G	I-L-F-O
	Water Marks		A	I-E-M-F
	Albumin	C	A	M-E-D-O
	Perspiration		G	L-A-N-H-D
	Smoke Stain		G	A-C-D

A "BUCKEYE" Paint, Oil & Grease Remover (Oily Type)
B "BUCKEYE" Klor-Lene (Volatile Dry Spotter)
C "BUCKEYE" Steam Spotter (Neutral Lubricant)
D "BUCKEYE" Wet Spotter (Ammoniated)
E "BUCKEYE" Pre-Spotter
F "BUCKEYE" General Formula (Special Stain Remover)
G "BUCKEYE" Neutra-Lene (Deodorizer & Stain Remover)

MIXTURES

H 4 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part Water

I 1 Part "BUCKEYE" Paint, Oil & Grease Remover
1 Part Water

J 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part "BUCKEYE" Klor-Lene

K 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part "BUCKEYE" Pre-Spotter

L 1 Part "BUCKEYE" Klor-Lene
1 Part "BUCKEYE" Neutra-Lene

M 1 Part "BUCKEYE" Pre-Spotter
1 Part Solvent
1 Part Water

N 1 Part "BUCKEYE" Pre-Spotter
1 Part "BUCKEYE" Klor-Lene

O Commercial Digester

Where Wet agents are used, first wet stain with water.
Where Dry agents are used, first wet stain with solvent.

COPYRIGHT 1952

THE DAVIES-YOUNG SOAP CO., DAYTON 1, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CHEVROLET Advance-Design TRUCKS

Buy on these plain, hard FACTS!

CHEVROLET first in demand in value in sales

Fact No. 1

COSTS LESS TO BUY

Payload pound for payload pound, a Chevrolet truck *lists for less* than any other truck with the qualifications to handle your job. As the world's largest manufacturer of trucks, Chevrolet takes advantage of production economies to pass substantial savings on to you!

Fact No. 2

SAVES MONEY ON THE JOB

Chevrolet trucks save you money over the miles with great proved features that cut costs. Valve-in-Head economy, rugged Hypoid rear axles, extra-sturdy channel-type frames and Flexi-Mounted cabs, Ball-Gear Steering, Synchro-Mesh Transmission.

Fact No. 3

RIGHT TRUCK FOR EVERY LOAD

Your first interest in a truck is: "How well will it do the job?" That's where Chevrolet trucks have it, because they're factory-matched to the payload—tires, axles, frame, springs, engine, transmission, brakes. You get as much truck as your job calls for.

Fact No. 4

KEEPS ITS VALUE LONGER

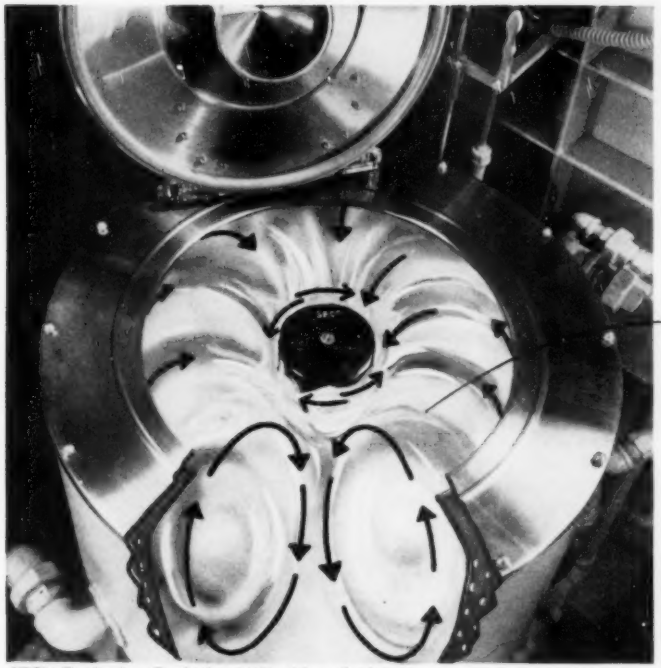
Chevrolet trucks traditionally keep their value longer to bring higher used truck prices, year after year, at trade-in time. That means real, substantial dollar-and-cents savings when you wish to replace your present truck with a new one.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTI-PANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

When writing to advertisers please mention The NATIONAL CLEANER & DYER



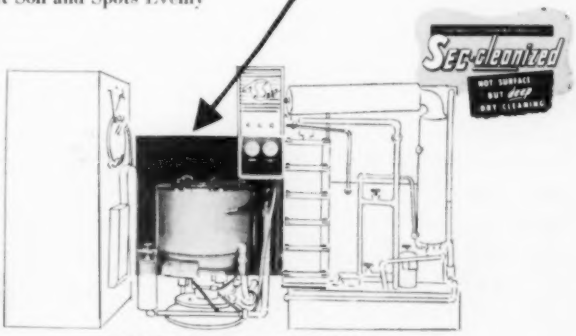
SEC's Exclusive Turbulent Washing Action

100% EFFECTIVE CLEANING . . . IN 1/2 THE TIME!

With SEC's "turbulent agitation" garments are 100% immersed at all times . . . never half in and half out. And the constant surge of cleaning solvent through the fabric-fibers is so gentle that even sheer silks and fragile woolens are perfectly safe. It is the logical way to do twice the cleaning in one half the time ordinarily required. It is the SEC-*cleanized* quality drycleaning process.

- Minimizes Spotting
- Garments are Whiter—Brighter
- Eliminates Streaking
- Works Out Soil and Spots Evenly

Let us send you the complete profit-making-features of SEC cleaning systems. You are under no obligation.



Model AHR-X Shown. Others Also Available.

Sales and Service Offices in All Principal Cities

SEC CLEANING SYSTEMS

SEC-o-matic Corp. 55 La France Ave., Bloomfield, N.J.
A General Precision Equipment Corporation Subsidiary

NATIONAL CLEANER & DYER, July, 1952. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6 per year. Volume 43, No. 7. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

CONTENTS

NATIONAL CLEANER AND DYER

VOLUME FORTY-THREE JULY NINETEEN HUNDRED AND FIFTY-TWO NUMBER SEVEN

FEATURES

This Cleaning Plant Is Clean! ..... by Lou Bellew 38
Newspaper Filters Solvent ..... by William R. Palmer 40
Steam-Air Finishing of Silks
Manual for Training Silk Finishers, Part V
by Laura Herrmann Porterfield 44
Sells Personal Service ..... by Lon Fanald 52
Victoria Discovers the Drive-in 58
Li'l Ol' Dream Plant 60
How To Make Bus Cards Pay 66
Fires Cost Two Percent of Sales ..... by P. C. Hensler 69
Fur Hat Trim From Leftover ..... by David G. Kaplan 74
Second-Story Worker ..... by Lou Bellew 76
Shirt Quality Standards Set ..... by Ralph B. Smith 80

DEPARTMENTS

Letters to the Editor 12
Signs of the Times 18
Business Builders 24
Gadgets and Gimmicks 30
Editorials 36
Twenty-five Years Ago ..... by Lou Bellew 50
Association Notes 70
N.I.C.D. News 72
Legal Decisions ..... by A. L. H. Street 94
News Notes in the Trade 96
People and Places 116
Obituaries 121
Meetings Scheduled 122
Classified Advertisements 123
Advertisers' Index 128

CONVENTIONS

Meeting at Santa Barbara 84
Annual Diggings at Butte 86
High Attendance at Yakima 88
Minnesota Meeting ..... by James A. Barnes 88
Quickie at Newark ..... by William R. Palmer 90
Four-State's 45th Annual ..... by W. S. Crompton 92
Joint Group Meets at Twin Falls 92

It seems to us, callow youth that we are, that more things have been happening in the past three years in this drycleaning industry of ours than in the previous thirty years! Some good, some bad—but all pointing toward exciting years ahead!

Things Are Jumping!

Yes, we *can* remember back to the days when price cutters charged as low as 19¢ a suit. We can remember when synthetic solvent came in, and 140° flash solvent, although *our* memory doesn't quite go back before Stoddard solvent to energine, naphtha and gasoline.

But, when we finished writing the story of Salem Boorujy's newspaper filter aid (page 40), and remembered the recent story about Max Blau's mechanical prespotter, it started us to mulling over the past three years. The war years were mad years of frustration and wishful thinking. The early postwar years were a period of shortages, experimenting and testing. Then finally all these ideas started to take shape at once. So now "the joint is jumping"!

A dozen new fabrics, the new strong soap solutions (as contrasted with those of former years), growing interest in the washer-extractors, success (at last) in operating multiple small plants under one management, ascendency of the unit system of finishing, unification of account classifications in cost accounting, NICD and industrial research that promises to knock out a lot of longtime problems, the management school at the NICD, customer and trade relations programs both at the NICD and out in the states and localities that are really beginning to take effect, distribution by lockers, shirt laundering, three putts on the 13th hole—cross out that last, Blondie!

Anyway, now that we've said our piece, who thinks there was a livelier three years in the drycleaning industry than, to be exact, June 1949 to June 1952?

Orchids to Taylor Host, Inc., who have been doing for some drycleaners the job they should have done for themselves years ago!

Public Advice

They've been preparing chatty little columns to be placed in newspapers as a paid advertisement by a drycleaner in each city. The column usually has a cut of the drycleaner and his byline. It tells the reader about some phases of drycleaning, or about new fabrics, new problems or old problems.

And what have the authors done? Just what any drycleaner could do! Taken material from Dot Lyle's leaflets, from the ABC's, from technical bulletins, from trade journals and from allied trades sources. Screened all this, written it to make sense to laymen, given credit to its sources, and served up something that's an asset to the industry!—W.R.P.

NED WINTERSTEEN, *General Manager*
WILLIAM R. PALMER, *Editor*
GALINA TERR, *Managing Editor*
LOU BELLEW, *Associate Editor*
JOHN J. MARTIN, *Contributing Editor*
ROLLIN NELSON, *Art Editor*
DAVID G. KAPLAN, *Fur Editor*
JOSEPH C. McCABE, *Engineering Editor*

Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtiss E. Frank, Executive Vice President and General Counsel; Albert M. Andersen, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada: $4.00 per year in advance; foreign countries in Postal Union, $6.00. Single copies: United States and Canada: 50 cents; foreign, 75 cents; Guidebook issue, $1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: Oregon 9-4000

Eastern Advertising Offices, 304 E. 45th Street, New York 17, N. Y.; Telephone: Oregon 9-4000. William S. Crompton, Manager.

Midwestern Advertising Offices, 20 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-9566-67. Edward W. Korbel, Manager.

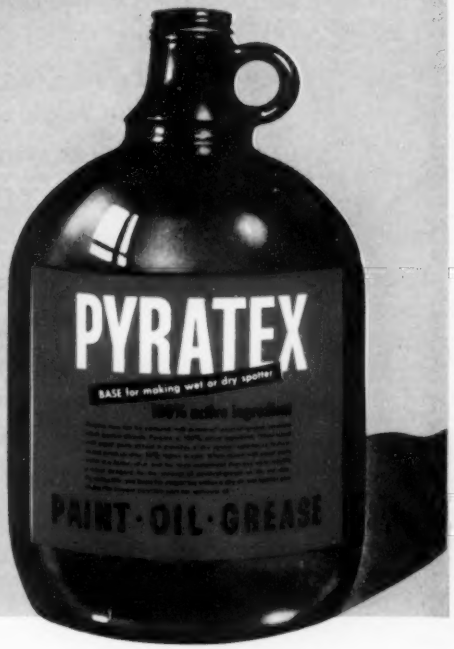
Copyright 1952, The Reuben H. Donnelley Corporation. The entire contents of this publication covered by general copyright. All rights reserved.

Equal parts Pyratex and solvent
for spotting on **dry** side

Equal parts Pyratex and water
for spotting on **wet** side

Make your own paint remover ...and save 50%

Pyratex is 100% active ingredient.
By using this one base
for preparing either a dry or wet spotter
you enjoy the lowest possible cost,
as well as the security that goes with
America's most popular formula.



BUY PYRATEX by the case and save

When you order from your jobber
in the original 4-gallon case, you take
full advantage of the saving made possible by our
mass production and distribution
in this standard package.
If you order less than a case you
automatically increase your jobber's cost of handling,
packaging, delivering and billing, at least
a portion of which he must pass on to you.
Save 35c on each gallon you use by ordering
in the standard 4-gallon case.

R. R. STREET & CO., INC.
INDUSTRIAL CHEMISTS SINCE 1870
561 WEST MONROE ST.,
CHICAGO 6, ILLINOIS

Copyright 1952 R. R. Street & Co., Inc. SPY 9D

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STORAGE

FOR THE

DRYCLEANER

A complete guide to storage vault installation and operation—18-page reprint from THE NATIONAL CLEANER & DYER tells and illustrates

HOW TO:

build for low insurance rates
control fumigation, temperature, humidity
lay out racks, identify, keep records
inspect furs received and prepare for delivery
determine unit costs, break-even point, profits
plan a vault-filling sales campaign

PRICE ONLY 50 CENTS

ORDER FROM:

THE NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

Gentlemen:

Please send me my copy of STORAGE FOR THE DRYCLEANER.
Enclosed please find my remittance for 50¢.

Name _____

Address _____

City _____ Zone _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Quality is a way of doing business

Armour's New Improved Liquid Driclene is the detergent for quality cleaning!

Quality in drycleaning is the something *extra* that brings customers back again and again. And it takes a quality detergent to do quality cleaning.

Tests prove Liquid Driclene is better!

Yes, time after time, in every test against leading drycleaning detergents, LIQUID DRICLENE has proved its ability to do a *better* cleaning job. All detergents were tested under comparable conditions in drycleaning plants chosen for their varied conditions and cleaning problems.

Here's why Liquid Driclene is better!

Armour's LIQUID DRICLENE is easier, more efficient, more economical to use — because this product was designed for quality cleaning. LIQUID DRICLENE is scientifically produced to increase the number of pass-ups, cut down on costly hand spotting, reduce recleans and wet cleans, rinse easily and completely, keep filter pressure low, *take the dirt out of the load!*

Your staff will like Liquid Driclene!

Spotters like the feel and appearance of garments cleaned in this modern detergent — and so do the customers. LIQUID DRICLENE rinses easily and completely — clothes come out bright and clean on the first run. And because of its chemical composition, LIQUID DRICLENE can't cause the odors that cause complaints.

Call the Armour man today!

When you use LIQUID DRICLENE, you'll find out why more and more cleaning plants are using this *improved* product. The answer is that LIQUID DRICLENE is the quality detergent for quality cleaning.

Write today for your free copy of Armour's new "Liquid Driclene Manual."

ARMOUR

Industrial Soap Division

Armour and Company • 1355 W. 31st St. • Chicago 9, Ill.

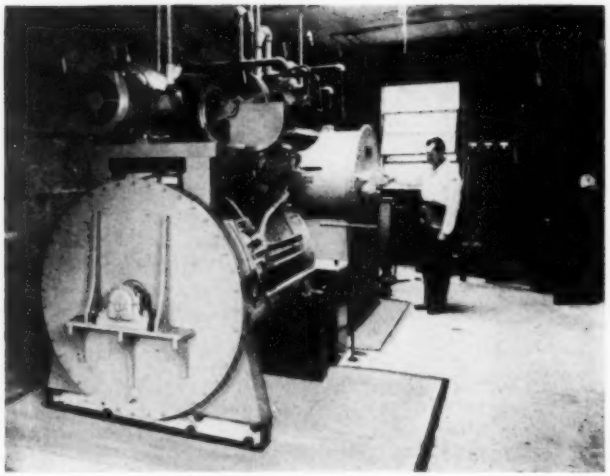
When writing to advertisers please mention The NATIONAL CLEANER & DYER

STOP THE

DOLLAR-EATERS!

WASHEX

GREATLY REDUCES SPOTTING & WET CLEANING IN THE NORFOLK PLANT OF MR. R. G. HINES!



Virginia Cleaning & Pressing Works installation showing a "100" and "200" Washex Combination Washer and Extractor operating on a strong soap dual system.

Virginia

130 West Berkley Avenue
Norfolk 8, Virginia

May 5, 1952

Mr. Porter J. Richards
Fabric Laundry & Dry Cleaning Mach. Corp.
192-198 Banker St.,
Brooklyn 22, N.Y.

Dear Sir:

This is the first time since we installed our Washex and Olson equipment that I've had the time to write and let you know how well we are getting along. You remember we installed a 100 lb. and a 200 lb. Washex, and a 5,000 gal. and a 7,000 gal. Olson filter with the dual flow, using a 2½# strong soap on one circulation and a clear rinse on the other circulation.

Well, I want you to know that it is really doing the job -- our Spotting Dept. has been up with their work ever since we made the change and our wet cleaning time has been cut more than half, and our clothes are beautiful -- you should see the pastels and colors. Our Dry Cleaning Dept. is finishing up on Friday mornings, whereas before we went into Saturday mornings.

We believe the elimination of handling the wet garments and the work saved on filter cleaning will make a definite saving in our operating cost. So we think the Washex-Olson combination is the only way to dry clean clothes clean.

Yours very truly,

VIRGINIA CLEANING & PRESSING WORKS

R. G. Hines

rgh/rm

cellent cleaning
EXPENSE
WE PUT THE "EX" WHERE IT BELONGS!

Can WASHEX improve efficiency of the cleaning room and cut operating costs at the same time? Read what Mr. R. G. Hines of Virginia Cleaning & Pressing Works, Norfolk, Virginia, says:

"Really doing a job—our Spotting Dept. has been up with their work ever since we made the change and our wet cleaning time has been cut more than half . . . our clothes are beautiful . . .

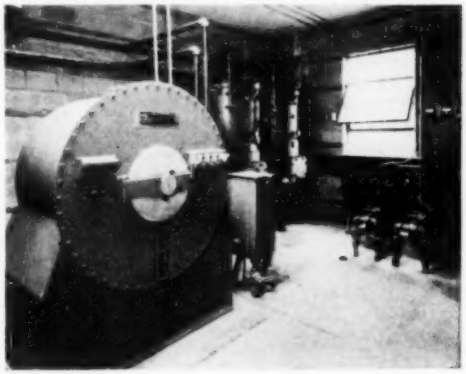
"Our dry cleaning dept. is finishing up on Friday mornings, whereas before we went into Saturday mornings.

". . . elimination of handling the wet garments and the work saved on filter cleaning will make a definite saving in our operating cost.

". . . we think the Washex Combination is the only way to dry clean clothes clean."

For definite cleaning room savings and improvement, better see WASHEX first! Write for complete information and literature.

Close-up of "100" Washex Combination Washer and Extractor!



WASHEX
COMBINATION WASHER-EXTRACTOR
TRADEMARK

FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.
192 Banker St., Brooklyn 22, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WHEN THE "ORDER OF THE DAY" IS•••

Unexcelled for Removing

SHELLAC · TAR · PAINT · GREASE · ROAD OIL · FINGER NAIL POLISH · LIPSTICK · AIRPLANE DOPE

RUSH••

BE SURE YOUR ORDER IS

R-X

When business is pouring in and you're rushed for time, you'll be glad you have R-X on hand to speed clothes from the spotting board. For R-X is solving the spotting problems of cleaners from coast to coast. Licks spotting bottlenecks other spotting products are stymied by. Goes to work instantly and is equally effective both in wetcleaning and drycleaning departments . . . on the spotting board. Always perfectly safe and requires no special handling to get superior results . . . Use R-X for spotting, speed garments through your plant, build repeat business with satisfied customers and show a greater net profit at the end of the year! When RUSH is the order you need R-X — order some today!

Costs less — does more!

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

When writing to advertisers please mention The NATIONAL CLEANER & DYER

LETTERS to the EDITOR

Hits the Spot

Dear Editor:

In the past we have found your magazine a great help to us, and would like at this time to express our thanks to you and your staff for an excellent drycleaning magazine.

In your recent issue (May) your article on "Prespotting by Machine" has really hit the "spot" with us. Any further information about this "gismo" would be appreciated very much by us.

REG. L. BOATES
Manager
Valley Dry Cleaners Ltd.
Wolfville, Nova Scotia

Anything can happen! When it does, we'll let you know. —EDITOR

Vote for Valve Maintenance

Dear Editor:

Your Mr. Joseph McCabe is to be congratulated for the fine job he did in writing on "Planned Valve Maintenance," which is posted in THE NATIONAL CLEANER & DYER magazine.

Would the writer be out of order in making a request for approximately 25 copies of this article for distribution to our salesmen? If you feel this request cannot be honored, we would appreciate receiving as many copies as you can spare.

G. P. LECKLER
Office Manager
The Fairbanks Company
New York, N. Y.

We sent Mr. Leckler twenty-five "tear sheets" of the McCabe article. A limited number of such tear sheets on any article are available on a first-come-first-served basis. Additional copies are available at cost of photostats.—EDITOR

Advertising by Phone

Dear Editor:

The following letter of protest was sent to *The Evening Citizen* of our city of Ottawa by a man whose name is immaterial, but whose thought deserves sympathetic consideration by drycleaners everywhere. I quote:

"I have telephoned the manager of a local drycleaning establishment to protest vehemently against his firm's invasion of the privacy of my home by the most insufferable form of soliciting or advertising which it has been my misfortune to encounter. Summoned imperiously from the furthermost reaches of my home by the incessant clanging of my telephone's alarm bell, I was requested by a young lady mentally to sort over my family's complete wardrobe and note any particularly filthy items which might keep her drycleaning firm's wheels turning. I declined to do so with some asperity.

"The girl was polite and the manager was also, in my subsequent conversation with him. He even offered to cancel my name and telephone number off his listing after I had assured him, rather violently, that I would not have my cleaning done by his firm gratis, plus a $5 bill attached to each pair of trousers. However, I was completely dumbfounded at the manager's assurances that this was 'an approved method of conducting business.'

"I have mulled this astounding statement over for some time and the answer continues to avoid me. Approved by whom? By some misbegotten public-opinion experts who have taken a completely unbiased cross-section poll of the Drycleaning Proprietors of Canada? Despite the Massey Report on the barrenness of Canadian culture, I refuse to believe that the majority of Ottawa citizens regard this new low in advertising as a new high in approved home entertainment.

"This is just one man's protest against a particularly insidious invasion of privacy. Here is a firm trading on a definite fear psychosis—the average person's inner compulsion that he must answer the telephone because it is the symbol of emergency. A man can plug his doorbell against pedlars because his family can get in the house with their own keys, but he cannot plug the telephone in case he shuts out a cry for his assistance. Time and time again, the daily newspaper has been proved the best and least offensive medium of advertising and soliciting of trade; to use the telephone to hound a householder through his fears is despicable.

"I have protested to the manager directly; I have protested to the Bell Telephone Company for allowing their lines to be used in such a manner; and I have written this letter to encourage others to protest in like fashion. . . ."

Now, sir, I'd like to ask *your* opinion. I personally have solicited drycleaning by telephone, both here in Ottawa and elsewhere. Few persons seem to have minded it, and I have been fairly successful (I am not the young lady in question). Many people even seem to welcome a phone conversation and wish to prolong it.

Do you or your readers find considerable resentment to telephone soliciting?

ANONYMOUS BY REQUEST
Ottawa, Ontario

We cannot speak for our readers on *this* subject, Miss, but we welcome their comments.

Personally, we feel that it is all in the manner of soliciting. Newspaper readers may become disgusted with the quality of advertising appearing in that medium also, if it isn't carefully and tastefully done.

Also, this letter indicates the writer is a man. He possibly is not normally at home when his wife deals with tradesmen soliciting her business. He therefore is not so aware of the traffic to his doorstep in the daytime.

Moreover, we should distinguish between "cold turkey" solicitation of new prospects and follow-up calls on missing customers. The percentage of success in the latter case is generally much higher.—EDITOR

New Design!

the completely NEW

36" GROSSAIR OPEN-END TUMBLER

gives you the fastest drying time in the industry!

The 36" GROSSAIR Open-End Tumbler is a newly engineered piece of dry cleaning equipment. It incorporates every mechanical advance known to the industry . . . plus several exclusive developments, pioneered by GROSS and available in no other tumbler. Designed to balance great volumes of heat and air for drying and dissipating solvent vapors, the new GROSSAIR Open-End Tumbler efficiently performs this operation in an amazingly small space.

✓ NEW, OPEN TYPE FAN!

New, open type, non-clogging fan changes air 75 times per minute. Keeps lint from building-up around fan blades and housing . . . increases air volume and velocity.

✓ TWO MOTORS!

Separate motor for fan and cylinder eliminates reducer, chain drive, and couplings. Increases operational efficiency !

Want more information?
Write today for complete specifications.

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. ***Founded 1923*** **BUFFALO 14, N. Y.**

LCATA Laundry & Cleaners MEMBER Allied Trades Assn.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Chemicals you live by

They say Turpentine was a DRY CLEANER

The story goes that a French sailor fell into a vat of turpentine on deck. He hung his clothes up and when they were completely dry, all dirt and spots had been cleaned away.

And thus began the dry cleaning industry—so they say.

History mercifully shrouds the account of how many Frenchmen really tried to use turpentine. The modern history of dry cleaning lays emphasis on two modern solvents—

CARBON TET and PERCHLORETHYLENE
***By* DIAMOND ALKALI COMPANY**
Cleveland 14, Ohio

See Your DIAMOND Distributor for FAST SERVICE, QUALITY PRODUCTS

DIAMOND ALKALI CHEMICALS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The *Class* of the delivery field

The Courier gives you a choice of 3 transmissions—Conventional Drive, and (at extra cost) Overdrive or Fordomatic Drive.

It's the New FORD *Courier!*

FOR ALL its smartness and riding ease, the Courier is tops in utility with plenty of "beef" to meet the rugged needs of delivery service.

Maximum load space—102 cu. ft.—wide-opening rear door and unobstructed parcel area give you roomy space to pack in your payloads faster and easier. Automatic Ride Control and insulated, smooth surface interior gives "Cushioned Load Protection" to fragile cargoes. Hull-tight construction keeps out dust, water, and fumes.

Powered for extra profits! Only Ford gives you a choice of V-8 or Six in the light delivery field. World-famous Strato-Star V-8 now has 110 *horsepower*—brand-new 101-h.p. Mileage Maker Six has free-turning overhead valves and new LOW-FRICTION, gas-saving design. Both offer the economy of Ford's improved Power Pilot.

For a complete Delivery choice, there's also the handsome F-1 8-ft. Panel and the popular F-3 Parcel Delivery chassis that lets you add the exact type of custom-built body you need . . . gives you double the load space of the conventional light duty panel.

FOR BIGGER, HEAVIER LOADS

Handsome Ford F-1 is the longest, tallest panel in the half-ton field. Reinforced welded-steel body has 160.3 cu. ft. of load space with up to 1,375 lbs. payload capacity.

Rugged Ford F-3 Parcel Delivery chassis with windshield front end. Takes 7- to 11½-ft. bodies up to 400 cu. ft. capacity. Forward located controls increase load space.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

FREE **MAIL THIS COUPON TODAY!**

Check catalog you wish and mail the coupon to:

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Road, Dearborn, Michigan

☐ Courier Custom Delivery ☐ F-3 Parcel Delivery
☐ F-1 Panel ☐ Full Line Folder

Name _____

Address _____

City _____ State _____

Check here if student _____

Ford Trucks for '52 cost still less to run!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

DON'T BE A SLAVE TO YOUR SYSTEM!

LET US PROVE TO YOU THAT—

SO-KLEEN Penetrant

Reg. U. S. Pat. Off.

IS THE ONLY CHARGED SYSTEM SOAP THAT FREES YOU FROM PLAYING NURSEMAID TO YOUR SOLVENT. NO MESSY TESTING KITS, NO MORE GUESSWORK, NO TIME-KILLING DEMONSTRATIONS. MAIL THE COUPON TODAY FOR A TRIAL ORDER AND SEE FOR YOURSELF HOW EASILY SO-KLEEN PENETRANT WORKS FOR YOU!

***This* Charged System Soap is simple enough for a child to operate. Just charge your solvent, prepare and add your emulsion. That's all! SO-KLEEN PENETRANT stays in and supercharges the system load after load. It's odorless, always uniform, and unaffected by filtration. The continuous, dual dry and moist action skyrockets the number of "pass-ups" and cuts your wet cleaning to a fraction.**

First with a super concentration of cleansing power, *still* your best bet, and *still* your best buy. Watch it slash your overhead. Mail this coupon today for a sample order of 15 gal. (¼ drum) at only $2.14 gal., shipped anywhere in the U. S.

FOR SYNTHETIC MACHINERY USERS—Try a sample order of SO-KLEEN "SY" PERC containing Perchlorethylene as a vehicle, for the same superior penetration (15 gal. [¼ drum] @ $3.13 gal.)

MERSON PRODUCTS CO., 63 Essex St., Jersey City 2, N. J.

SO—KLEEN PENETRATES

Merson Products Co., 63 Essex St., Jersey City 2, N. J.

Gentlemen:

Please rush me trial offer (check either one) of

SO-KLEEN PENETRANT (15 gal. @ $2.14 gal.)

SO-KLEEN "SY" PERC (15 gal. @ $3.13 gal.)

I understand there is a MONEY BACK GUARANTEE if I am not completely satisfied with the results of this super cleanser.

Name _____

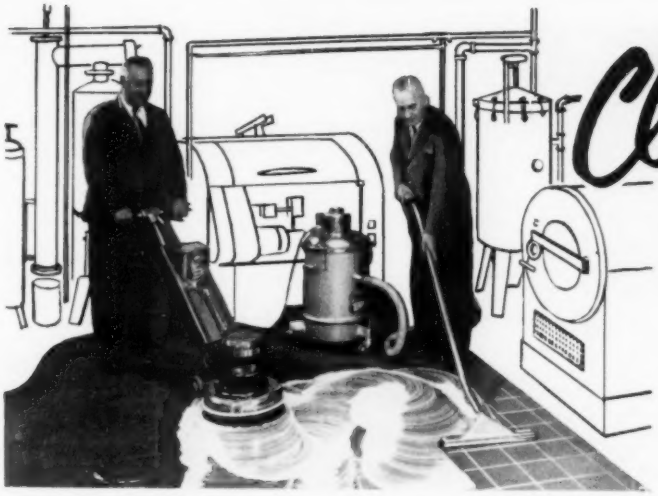
Address _____

City _____ **State** _____

Ship open acc't. _____ **Ship C.O.D.** _____

My Jobber's Name is _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER



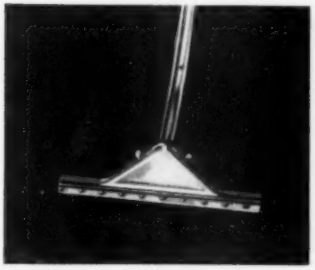
Clean up WITH HILD MAINTENANCE EQUIPMENT

A spic-and-span plant is your best advertisement. It attracts new customers and keeps the old ones coming back. Correct plant sanitation also boosts employee morale . . . prevents accidents . . . keeps garments and bundles free from dust damage. Keep your plant clean . . . from floor to ceiling . . . with the HILD Equipment pictured on this page.

HILD Shower-feed Scrubbing gets all kinds of floors cleaner . . . faster . . . easier. HILD Vacuum Drying eliminates rinsing and mopping . . . lifts dirty scrubbing solution out of cracks . . . drys floors almost instantly.

The same HILD Machine used for scrubbing floors also waxes, polishes, buffs floors of all kinds with easily interchangeable attachments.

"Sweeping" ceilings and walls with "Hi-up" extension on HILD Vacuum. No ladders or scaffolds needed. No shower of dust. Hild Vacuum also has attachments to remove lint from machinery.



Sweeping Floors "with Air." Hild Vacuum with Felted Sweeping Tool leaves no residue in low spots . . . draws dust and dirt out of cracks. No sweeping compound needed.

Clean up SHAMPOOING RUGS AND CARPETS

Start a profitable rug and carpet cleaning department *with the same HILD Equipment* used for plant maintenance. Send for free circular, "Rug Cleaning . . . the Business with a Future."

HILD Portable Rug Beater

Hild All-Auto-Matik Upholstery Shampoo Machine

$500 IN CASH PRIZES! Your old floor, rug or carpet machine may win in HILD'S 25th Anniversary "Oldest Floor Machine Contest." Send for entry blank.

1927-1952 HILD System MAINTENANCE EQUIPMENT & SUPPLIES OUR 25TH YEAR

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

☐ Send circulars on HILD Plant Maintenance Equipment
☐ Send Rug & Carpet Cleaning Circular

Name _____
Address _____
City _____ State _____ NC-7

3665

When writing to advertisers please mention The NATIONAL CLEANER & DYER

DEFENSE DATA

An enforcement drive designed to round up violators of CPR 34, the regulation governing service trades establishments, has resulted in over 230 injunctive actions in different parts of the country. The complaints allege failure to keep and file records and reports. The largest number of actions, 56, are in the textile maintenance field, including drycleaning plants and laundries.

According to Lambert S. O'Malley, acting OPS enforcement director, the agency can no longer be sympathetic to the claim that violators did not know they were subject to price control. He also stated that injunctive action is contemplated against 625 other service concerns.

According to an announcement by Ellis Arnall, OPS director, any suspension of an OPS regulation will not affect enforcement action covering violations that occurred while the regulation was in force.

The right of OPS to examine books and records of firms affected by its regulations has been upheld by Federal Judge Knight in the U. S. District Court, Western New York District.

Two chlorinated solvents, carbon tetrachloride and trichlorethylene, have been removed from NPA's list of scarce materials.

The DPA has announced expansion goals for four chlorinated solvents, including carbon tetrachloride, trichlorethylene and perchlorethylene, the increases to be achieved by January 1, 1955. The announcement stated that sufficient applications for certificates for rapid tax amortization had been received to reach the goal on carbon tetrachloride, 107 million pounds. Planned expansion on trichlorethylene production is within 10 million pounds of the goal of 123 million pounds, and on perchlorethylene it is within 11 million pounds of the goal of 75 million pounds.

For general commercial construction, the amounts of materials that may be self-authorized per quarter, beginning October 1, have been increased to 25 tons of carbon steel with no limit on the proportion of it in structural shapes; 750 pounds of copper, and 1,000 pounds of aluminum. After July 1, it will be possible to use aluminum in all types of construction, and from July 1 to October 1, 250 pounds of aluminum may be self-authorized for commercial construction.

NPA pointed out that all of these projected relaxations are subject to change in the event of altered conditions in the steel, copper or aluminum supply situations.

# #

New Minimum Wage Study: Two new minimum wage boards, in the cleaning and dyeing and the laundry industries, have been appointed to revise wage minimums for some 72,000 workers in those fields in New York State.

The drycleaning board will be headed by former Assemblyman John J. Lamula of New York. Industry members are Jack Lichtenstein, I. Wohl, Inc., Long Island City; Jack Berger, London Dry Cleaning Co., Buffalo, and Sidney Paul, Kent Stores, Inc., Whitestone. Other members are Miss Ollie Randall, Community Service Society, New York; William Weiss, attorney, New York; Jack Cohen, manager, Local 239, Cleaners and Dyers Union, Amalgamated Clothing Workers of America, CIO, New York; Charles Garrahan, manager Capitol District Joint Board, Amalgamated Clothing Workers, Troy, and Miss Gladys Dickason, vice president, Amalgamated Clothing Workers.

# #

INDUSTRY EXHIBIT of Canadian Research Institute of Launderers and Cleaners (reported in June issue) attracted favorable attention at meeting of Canadian Association of Textile Chemists and Colourists in Montreal. Display showing extent, operations and association activities of two industries set up by committee headed by Leon Moody

# #

More Groups Join Fabric Fray: Following up the widely publicized letter written to the Federal Trade Commission by the Neighborhood Cleaners Association of New York, a protest against the marketing of garments and household furnishings of new synthetic fabrics and blends which are neither labeled nor pretested for drycleaning and laundering has been voiced by the Chicago Dry Cleaners Association.

According to Ben Rosenfield, executive director of the group, as a result of unlabeled new fibers and faulty dyeing methods, claims are costing drycleaners in the Chicago area $750,000 a year. The Chicago cleaners plan to meet with leading retailers of apparel and household items, and to consider recommendations for improving the situation.

The Chicago protest was also written up in the leading apparel-trade and other publications. The New York *Journal of Commerce* reported the response of some manufacturers, who contended that the great majority of items made wholly or in part from synthetic fibers dryclean and launder satisfactorily. They did, however, concede that drycleaners could use more information on fiber content than they are getting. There was little agreement on how to accomplish informative labeling

speed up
the wet cleaning operation

reduce
your cost per garment

1. use the new increased strength *RSR*

2. put all garments to be wet cleaned into the *RSR* bath first

Previous digestion in the RSR Bath is particularly important where a strong soap solution is used because spots that have to be worked on will be especially hard-set and tenacious.

For matchless efficiency . . . use the RSR (Constant Temperature) Digester Tank to keep the RSR bath at the temperature where the enzymes work most effectively.

Follow this practice and be sure that spots and stains will be completely soluble in ONE treatment. You will avoid time-consuming hand labor and risky, hard scrubbing.

The cost of the new, more potent RSR is negligible. You get 141 gallons of digesting solution from every pound . . . costing you less than 3c per gallon.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

without undue expense, or on how to pretest fabrics for drycleanability in view of the fact that few textile producers control a product through all stages of production.

At a forum in Philadelphia, co-sponsored by the Retailer-Consumer Council of the Chamber of Commerce and the Philadelphia Club of Advertising Women, it was agreed that retailers, converters and manufacturers have been equally guilty of not providing consumers with information on the properties and uses of synthetic fibers.

The drycleaning industry was represented at the forum by George P. Fulton, NICD research director, who explained that lack of such information often led to the use of incorrect cleaning methods.

Other speakers included Dr. Jules Labarthe of the Mellon Institute of Industrial Research, who outlined the importance of standards. William Price, fabrics buyer for the John Wanamaker store in Philadelphia, agreed that retailers often fall down on the job of giving consumers the necessary fiber information.

# #

Honest Politician! The cleaning industry takes in its stride stories about the recovery of various valuables from the pockets of absentminded customers. But in this election year, drycleaner D. R. Hammack of United Cleaners, Pinkneyville, Illinois, made the local headlines when he returned $1,600 in $100 bills found in a customer's pocket.

The reason? Drycleaner Hammack is also State Representative Hammack. The customer's comment: "Well, at least we got one honest politician in the country—they usually take us to the cleaners."

# #

Extension Courses in Texas: According to a recently announced plan, two-week courses in advanced drycleaning methods will be offered as part of the regular extension work of the University of Texas. According to Miss Bethel Fox, instructor, the idea originated with Claude Young, owner of Young's American Cleaners of Wichita Falls and head of the Dry Cleaners Institute of Texas.

Under the plan, instructors from the extension division will travel around the state conducting the two-week courses. A similar plan has been successful in the automotive and oil industries, Miss Fox reported.

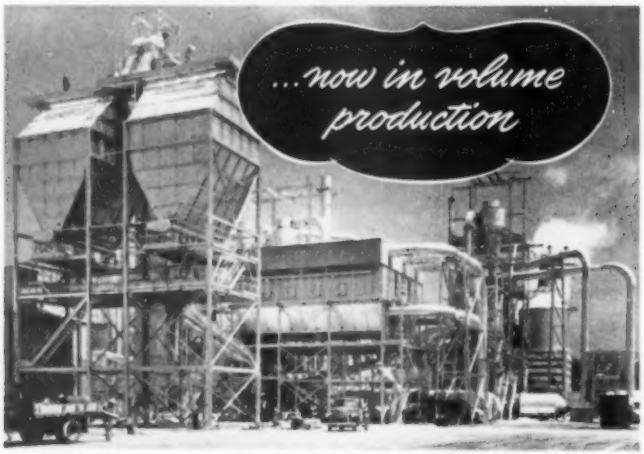
# #

Public Service by Drycleaners: Jack Stacey, head of Stacey's Cleaners and Dyers, Portland, Oregon, has been elected president of the Northeast Optimist Club in recognition of his work in boys' recreational and educational activities. Mr. Stacey was instrumental in bringing to Portland the Ted Mack talent show, which brought in $6,250 in profits. The amount was divided among the four Optimist Clubs in the Portland area.

# #

California Plants Doubled: The California department of professional and vocational standards reported that drycleaning plants in the state had more than doubled in the past six and a half years. The number of licensed plants has grown from 923 in 1945 to 1,854 today. The increase was attributed to the installation of small drycleaning units in former press shops and other buildings.

THE FOURTH DICALITE PLANT



...will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids and fillers

The new plant of the Dicalite Division, Great Lakes Carbon Corporation, at Lompoc, Calif., is now in volume production at a continually increasing rate. It represents over 5 years of engineering, design and construction, and is the largest complete unit for processing diatomite built in the last 22 years. Full designed output will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids, fillers and other materials.

Four Dicalite plants are now running 24 hours a day to produce the maximum tonnage of Dicalite materials to supply the emergency demand.

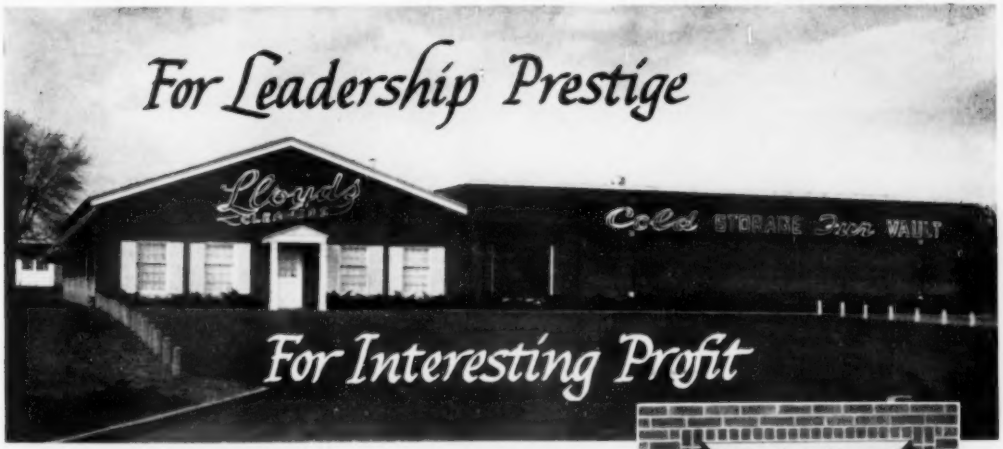
Even during this extreme pressure for volume production, specifications for performance and quality of each product are readily maintained. Research data are being accumulated to aid in developing new and improved Dicalite products for future industrial use.

DICALITE DIVISION GREAT LAKES CARBON CORPORATION

GLC

NEW YORK 17 • CHICAGO 1 • LOS ANGELES 17

When writing to advertisers please mention The NATIONAL CLEANER & DYER



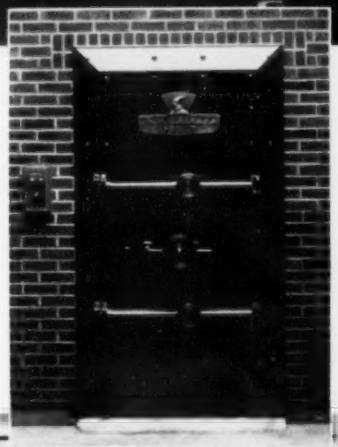
LLOYD'S OF SPRINGFIELD, ILLINOIS HAVE PREPARED FOR THE NEW TREND IN LIVING CUSTOM.

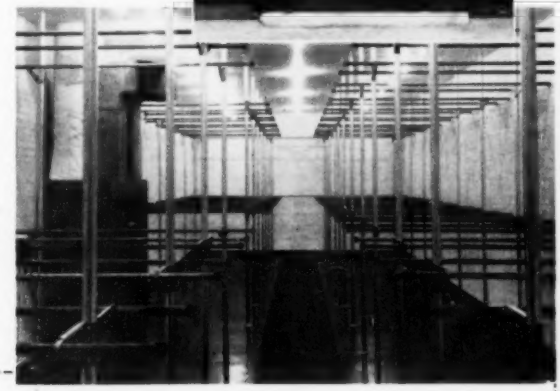
You have likely studied the profit potentials from Fur and Garment Storage Operations. They are attractive . . . and should continue to be so because the modern pattern of living includes the sending of furs, winter garments, blankets and draperies, out of the homes and into commercial storage vaults.

Now that materials are available for commercial construction, interest in this lucrative service operation is revived. Now is the logical time to prepare for next year's storage. May we help you?

As you probably know, the planning and construction of fur and garment storage vaults has been our specialized business for more than twenty years. We have gained much information as to what is adequate for safe, satisfactory functioning at minimum cost. There are so many variables such as contemplated size and location of your vault that general recommendations are not practical. We are organized to make specific recommendations for construction and suggestions for vault equipment. Use this advisory service of ours without feeling the least obligated.

We'll help you all the way . . . from preliminary planning to successful operation. **Write today!**





WALTER HAERTEL COMPANY
2840 Fourth Avenue South
Minneapolis 8, Minnesota

WALTER HAERTEL COMPANY
2840 4th Ave. S., Minneapolis 8, Minnesota

We contemplate the construction of a vault approximately _____ ft. by _____ ft. by _____ ft. high. Send us suggestions for specifications ☐ new building; ☐ space within existing building which is ☐ frame, ☐ masonry. Vault to be in basement ☐, ground floor ☐, loft space ☐. Suggest arrangements of racks and air-conditioning equipment.

Firm name _____

By _____

Street _____ City _____ Zone _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(His business paper . . . of course)*

With the pushing pace of business today, your business problems won't wait. That's why so many of the **Best Informed Men in your Field** take their business papers home to read. Competition won't stand still, stiff inventories won't keep, or costs stay put. New products follow each other so fast it's impossible to keep out front without reading every issue. Look through this business paper of yours . . . right now. The editors get out and cover the field for you . . . report what's happening . . . keep you posted on new products, new methods . . . the trend of the market and the times. The editorial pages give you the latest what-to-do-and-how; the advertising pages fill in on what-to-do-it-with. Read both. Read at home or on the job . . . but read every issue, straight through. That's what keeps *you* one of the **Best Informed Men in your Field.**

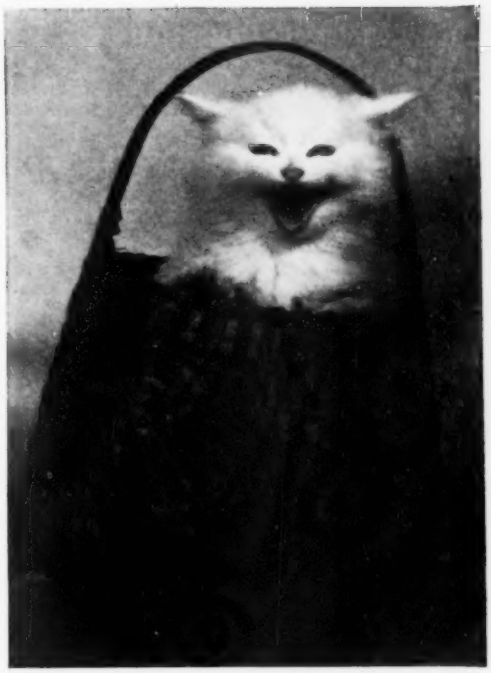
The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid*-circulation paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

THE NATIONAL CLEANER & DYER*

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"What? Isn't my cleaning ready yet?"



"OF COURSE I need that dress today," this catty customer insists. "What do you think I'm doing in this basket?" None of *your* customers have ever had to take cover in a basket while they clamor for last minute, rush cleaning jobs, but you know the type. It's the same type who declares, when she sees her finished cleaning, "Why, I wouldn't wear that to a cat-and-dog fight. It's faded! You shrank it! It isn't even clean!"

EVEN THOUGH there may not be more than a whisker of truth in customer complaints, customers still have to be pleased . . . and one sure way to make them purr instead of yowl is to use distillation.

WITH DISTILLATION, quality is better. N.I.C.D. tests* have shown that many garments, thought to have faded in cleaning, had only been dulled in color by oil film. Cleaning these garments in distilled solvent would restore their natural color.

PRODUCTION IS SPEEDIER. By removing those trouble-making oily residues, distillation helps your tumbler dry garments faster . . . produce more loads per day . . . at lower and safer drying temperatures. There's no oily film on garments to slow up evaporation and cause long drying times . . . no odor causing impurities to slow up deodorizing. There's no more waiting for the tumbler to catch up with the washer. You dry at lower temperatures so there's no danger of garment shrinkage from too much heat.

*Bulletin N-109.

TO PLEASE customers . . . improve quality . . . speed production . . . you can depend on distillation.

Vacuum stills come in a variety of sizes and can be operated with equipment available in any plant. Stills are simple and easy to operate . . . require practically no watching during the distillation process. They take out the acids, oils and grease that filters can't remove and filter powders don't touch.

Distilled solvent filters faster and easier. Soaps, and especially strong soaps, work better and re-runs are cut down. The extractor recovers more solvent, the tumbler produces more loads per day and spotting is reduced.

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street Kansas City 3E, Missouri

Is There a Thief in Your Cleaning Room?

Find out — send for your free copy of "The Case of the Cleaning Room Robbery" . . . entertaining, 16-page picture story in four colors. Ask your Butler Representative, or write.

Would you like to know whether your solvent is as pure as it should be? Write Butler Manufacturing Company and a representative will be glad to do the testing free in your plant. N.I.C.D. also has a solvent testing service which is available to members free of charge.

This is one of a series of advertisements discussing the place of distillation in the dry cleaning plant.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PUBLIC RELATIONS tips are given by Robert Schwerin, plant manager of Lane's Dry Cleaning and Laundry, to "Mr. Personalize." Store sign calls attention to services promoted by special campaign.

TRUCK SIGNS, sidewalk placards back up "Mr. Personalize"

"In Person" Trademark Sells Service

The personal angle in promotion, based on the appeal of a child as a live "trademark," quadrupled the business of a Charleston, South Carolina, drycleaning-laundry firm within a year. The program was centered around "personalized service," symbolized by an attractive 12-year-old boy called "Mr. Personalize."

Dressed in top hat and tails, "Mr. Personalize" appeared on every local radio station, gave out silver dollars on quiz programs, and was generally seen all over town. The personal appearances of the boy were tied in with newspaper advertising, with truck and store signs. The first month of this campaign doubled the previous month's volume.

The promotion was the brainstorm of Nolan Schwerin, who with his brothers Robert and Vincent had started out in 1946 with the purchase of an old Chinese hand laundry. After five years of learning the business, installing new equipment and training employees, the firm was still somehow not clicking.

The first move was to change the name of Schwerin's Laundry, which people apparently couldn't spell, pronounce or remember, to Lane's Dry Cleaning and Laundry. Next the "personalized service" was set up, and the promotion to plug it. The promotion is backed up by actual delivery of the service, with free minor repairs, replacement of buttons and similar details.

The Charleston firm, now operated by brothers Robert and Nolan, has added to its regular patronage about 75 percent of all cleaning and laundry for ships in port, giving them one-day service. The business is still in the old Chinese laundry building, but the greatly expanded volume has the Schwerins hunting a site for a larger, modern plant.

Sign Gives Delivery Time

The convenience of a bundle drop has been increased at Gold's Dry Cleaning Company of Manchester, Massachusetts, by a supplementary sign. The signboard tells customers who leave garments in the box after hours, and so can't ask the counter girl, when their work will be ready, according to deposit time.

The night-deposit box contains pencil and paper so that the customer can write his name and address to leave with the garment.

Route Card Brings Calls

OWNER Ross Maggio of Superior Cleaners with card used by routemen. Mr. Maggio is active in Baton Rouge cleaners' association

Cards for routemen to leave on new-customer calls where there is no one at home are successfully used by Superior Cleaners at Baton Rouge, Louisiana. Livewire Ross Maggio who runs Superior says he has tried a number of different stunts of this type but these cards really bring the plant calls.

The cards tell the prospect that the routeman called to explain some special service being given at Superior Cleaners and that no one was at home. It states that the routeman tried this special service at his own home and found it excellent. It then asks the prospect to call the plant and give a time when she will be at home so the routeman may call again to explain the new service. The card carries the name of the prospect and is signed by the routeman in ink.

"We are getting 50 percent calls on these cards," Mr. Maggio said. "We believe this very high percentage is due to the fact that the card carries the name of the prospect, suggests something special and has the signature of the routeman, making the request to call the plant a sort of personal matter."

Dreaming of Modernizing?

That's nice dreaming. And it's even nicer when you wake up to the fact that a Troy Electroclene Drycleaning Unit will be a profitable investment and real business-builder for you. The unit shown above is a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute-Man Extractor, Troy-Olson Filter with vacuum button trap, Troy-Olson Still, Troy-Mercury Tumbler, above-ground tanks and supply, circulating and still pumps. Troy Electroclene units are available in capacities from 35 to 200 lbs. dry weight per load, for use with all types petroleum solvents.

Don't put off those dreams to replace obsolete equipment. Send today for your free floor plans, showing how Troy Electroclene units can be arranged for straight line or "U" type laundry layout.

Troy ELECTROCLENE DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois

Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

When writing to advertisers please mention The NATIONAL CLEANER & DYER

how to find, train
and keep good
laundry workers

"for those who supervise others"—

THE ANNUAL 1952

GUIDEBOOK*

OF THE LAUNDRY INDUSTRY

The Laundryowner's Guide to Sound Employee Relations

coming in SEPTEMBER

TELLS HOW TO—

GET BETTER EMPLOYEES
KEEP BETTER EMPLOYEES
TRAIN BETTER EMPLOYEES
CONTROL ABSENTEEISM
TRANSLATE EMPLOYEE MORALE INTO PROFITS
COMMUNICATE EFFECTIVELY WITH EMPLOYEES

Contains the Answers to Such Management Questions as—

What makes a successful executive? a successful superintendent? a successful foreman?

What kind of training does it take to produce an efficient worker?

How long should this training take?

What should it cost?

How should trainees be recruited?

Where do they come from?

Who should do the training?

No problem is more pressing today than that of finding, training and keeping laundry workers unless it is the problem of properly supervising them. The September, 1952 STARCHROOM turns the spotlight on every phase of sound employee relations without which no plant can hope to be in a healthy, competitive condition today.

STARCHROOM LAUNDRY JOURNAL

[illegible] East 45th Street, New York 17, New York
20 North Wacker Drive, Chicago 6, Illinois

Combining:

EDITORIAL FEATURE SECTION:

A Guide to Sound Employee Relations.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

AND A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Atlantic City, October 2-5.

Are you getting MAXIMUM PROFITS *from your Storage Vault?*

and now—

for a *complete* guide to storage vault installation and operation—

Free!

With every copy of

THE FUR BOOK—

STORAGE FOR THE DRYCLEANER

18-page reprint of NATIONAL CLEANER & DYER series includes:

building for low insurance rate; fumigation, temperature, humidity; layout, identification, records; inspection — receipt and delivery; how to figure costs and profits; storage selling and promotion.

Fur storage and fur cleaning are only two of the *big profit potentials* in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

THE FUR BOOK

A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling

BY DAVID G. KAPLAN

Fur Editor, The NATIONAL CLEANER & DYER

Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

A COMPLETE, *PRACTICAL,* SELF-TEACHING COURSE FOR ONLY $7.50

The NATIONAL CLEANER & DYER
304 East 45th Street
New York, 17, N. Y.

Gentlemen: ☐ **CHECK** ☐ **MONEY ORDER**

☐ **Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.** ☐ **Please send also my *free* copy of STORAGE FOR THE DRYCLEANER.**

Name _____

Firm _____

Address _____

City _____ **State** _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Profits for You..

the MULTI-CLEAN® way

Thousands of Rugs and Carpets NEED Cleaning...

Let Us Show You How

YOU can get into this Profitable Business in 1952. Only 10% of rugs and carpets in homes and business places ever are cleaned commercially. That leaves a big field for the established dry cleaner.

The MULTI-CLEAN Sales Aid Plan
will help you sell this additional service to your present customers, bring in new customers, and get repeat business.

Superior MULTI-CLEAN Equipment and Supplies
will do the kind of work that will satisfy your customers and make money for you. We will show your men how easily the MULTI-CLEAN Method—the proper combination of equipment, supplies and know-how—does the job quickly and efficiently. Only one set of equipment is necessary to do both on location or in the plant cleaning.

MULTI-CLEAN Rug Scrubbers and Wet or Dry Vacuums
are made in sizes to fit your particular needs. The on location and plant type scrubbers have bronze castings at all points of strain, heavy duty switches and sealed ball bearing gear reduction units. The powerful wet or dry vacuum motor is sealed against dust, dirt and water, and cooled by an independent built-in air circulating system.

MULTI-CLEAN products are sold and serviced throughout the United States and in Canada.

Send Coupon Today!

MULTI-CLEAN PRODUCTS, INC. **Dept. NC-7**
2277 Ford Parkway • St. Paul 1, Minn.

Gentlemen: Please send me more information about the MULTI-CLEAN Method and SALES AID Plan.

Name _____

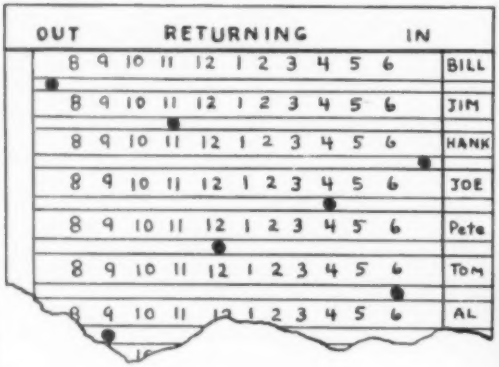
Address _____

City _____ Zone _____ State _____

MULTI-CLEAN
PRODUCTS, INC.
2277 FORD PARKWAY ST. PAUL 1, MINNESOTA

RUG AND FLOOR MACHINES
CUSTOM CLEANING CHEMICALS • INDUSTRIAL VACUUMS • PERMANENT FLOOR FINISHES

When writing to advertisers please mention The NATIONAL CLEANER & DYER



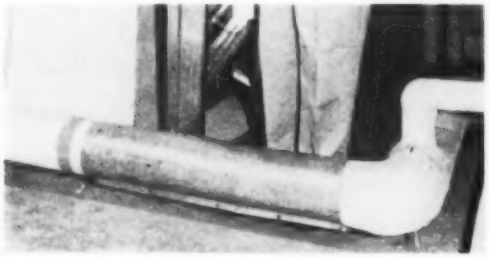
Board Locates Personnel

At a glance, the switchboard operator at Morningside Laundry & Dry Cleaners in Silver Spring, Maryland, can tell whether key personnel are in or out of the plant, and if out, the time of return.

Fixed to the top of the switchboard cabinet is a slotted board. Each key employee is listed down the side. Across the top, from left to right, are printed "out," followed by hourly times, and "in."

A red button slides in the slot next to each name. If a man is in the plant, the button is under "in." If he goes out, and the time of his return is known, the button is placed under the proper time on the board. If returning hour is unknown, the button is simply placed under "out."

Both sides of the board contain the information. This makes it possible for the telephone girl to look at one side, while from the other visitors and other employees can quickly tell if the person they want is in or out.

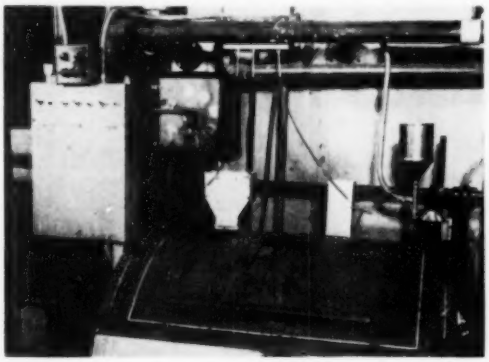


To Protect Insulation

Because no insulating material can withstand repeated mechanical abuse, special protection should be provided at points where insulation may be subjected to more than ordinary wear and tear, advises The Magnesia Insulation Manufacturers Association.

When lines are located at floor level near stairways, ramps or platforms, it may be impossible to prevent battering of insulation surfaces. Insulation so exposed may be protected by means of a sheet-metal jacket which will cover the entire area of possible damage. The jacket may be tack-welded or held in place with screws or bolts.

Where required, expansion joints with spring-loaded bolts may be provided in the jacket to compensate for circumferential expansion. Longitudinal expansion is permitted by lap seams at intervals of approximately 12 feet.



Makes Washer Automatic

The trend to automatic equipment has led one drycleaner to convert his wetcleaning washer into a fully automatic machine. F. A. Cook of Classic Cleaners in Meridian, Mississippi, has gained the time of nearly a full employee, because in addition to doing the wetcleaning in the machine, his man was washing shirts for the two-girl shirt unit.

The plant superintendent, J. K. Forbes, did the work, mostly nights and Sundays except for the actual installation. In terms of dollars saved the experiment was a great success, although a careful accounting of Mr. Forbes' time might make the conversion seem more expensive—except that he got a kick out of doing it. Finding the right parts was the hardest part of the conversion.

The heart of the control is the contact arm in the box shown above the upper left end of the washer. It is attached to a small motor that has been geared down to one revolution per hour. Each of the light spots in the box is a group of contacts that actuate the dump valve, the water lines, and the supply tanks. Between each of the contacts is a blank space during which the washer makes a run of approximately 10 minutes.

The snap switches on the big control box at the extreme left permit either automatic or manual control. The tapered box next to the controls is the soap feed, and contains two compartments that are dumped on successive washers. The other two "cans" or funnels are for bleach and sour. All the valves are operated with six-pound solenoids.

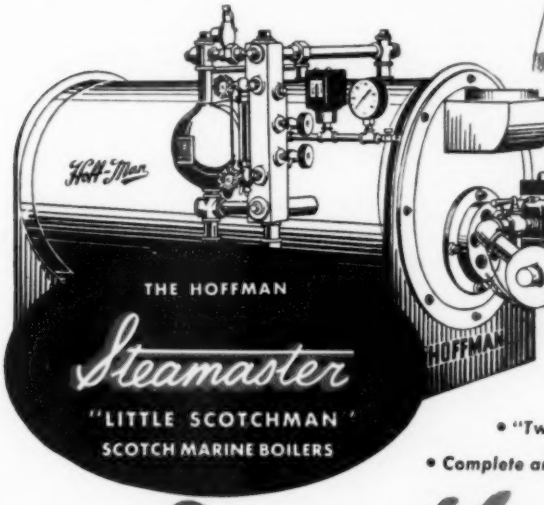
HEATING SURFACE INCREASED

UP TO 20%

for better efficiency and greater savings

in the HOFFMAN Steamaster "Little Scotchman" Boiler

Now, the new improved "Little Scotchman" Boiler brings you even thriftier operation! Increased heating surface . . . larger furnace tubes . . . new burner arrangement, and other advances have been added to the big money-saving extras of the "Little Scotchman." Ask your Hoffman representative to give you *all* the details. And take advantage of his *Custom-Fitted* boiler service that assures you the right size for your needs. There's no obligation — get the facts right away.



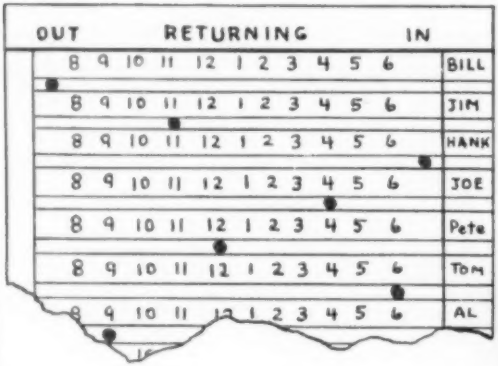
- *Eigh*
- *Fully approved – ... ork*
- *"Two-pass" design saves f ... ngthens tube life*
- *Complete and compact — for gas or oil-fired operation*

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



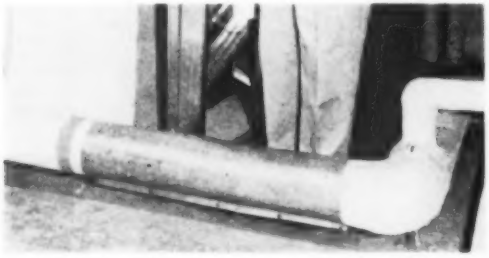
Board Locates Personnel

At a glance, the switchboard operator at Morningside Laundry & Dry Cleaners in Silver Spring, Maryland, can tell whether key personnel are in or out of the plant, and if out, the time of return.

Fixed to the top of the switchboard cabinet is a slotted board. Each key employee is listed down the side. Across the top, from left to right, are printed "out," followed by hourly times, and "in."

A red button slides in the slot next to each name. If a man is in the plant, the button is under "in." If he goes out, and the time of his return is known, the button is placed under the proper time on the board. If returning hour is unknown, the button is simply placed under "out."

Both sides of the board contain the information. This makes it possible for the telephone girl to look at one side, while from the other visitors and other employees can quickly tell if the person they want is in or out.

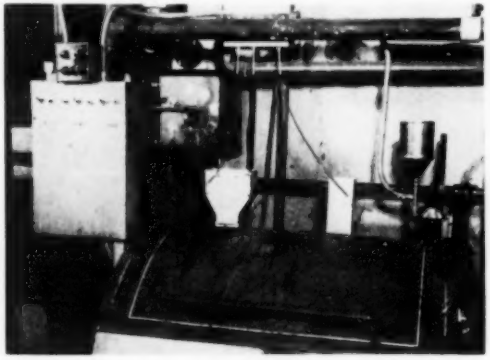


To Protect Insulation

Because no insulating material can withstand repeated mechanical abuse, special protection should be provided at points where insulation may be subjected to more than ordinary wear and tear, advises The Magnesia Insulation Manufacturers Association.

When lines are located at floor level near stairways, ramps or platforms, it may be impossible to prevent battering of insulation surfaces. Insulation so exposed may be protected by means of a sheet-metal jacket which will cover the entire area of possible damage. The jacket may be tack-welded or held in place with screws or bolts.

Where required, expansion joints with spring-loaded bolts may be provided in the jacket to compensate for circumferential expansion. Longitudinal expansion is permitted by lap seams at intervals of approximately 12 feet.



Makes Washer Automatic

The trend to automatic equipment has led one drycleaner to convert his wetcleaning washer into a fully automatic machine. F. A. Cook of Classic Cleaners in Meridian, Mississippi, has gained the time of nearly a full employee, because in addition to doing the wetcleaning in the machine, his man was washing shirts for the two-girl shirt unit.

The plant superintendent, J. K. Forbes, did the work, mostly nights and Sundays except for the actual installation. In terms of dollars saved the experiment was a great success, although a careful accounting of Mr. Forbes' time might make the conversion seem more expensive—except that he got a kick out of doing it. Finding the right parts was the hardest part of the conversion.

The heart of the control is the contact arm in the box shown above the upper left end of the washer. It is attached to a small motor that has been geared down to one revolution per hour. Each of the light spots in the box is a group of contacts that actuate the dump valve, the water lines, and the supply tanks. Between each of the contacts is a blank space during which the washer makes a run of approximately 10 minutes.

The snap switches on the big control box at the extreme left permit either automatic or manual control. The tapered box next to the controls is the soap feed, and contains two compartments that are dumped on successive washers. The other two "cans" or funnels are for bleach and sour. All the valves are operated with six-pound solenoids.

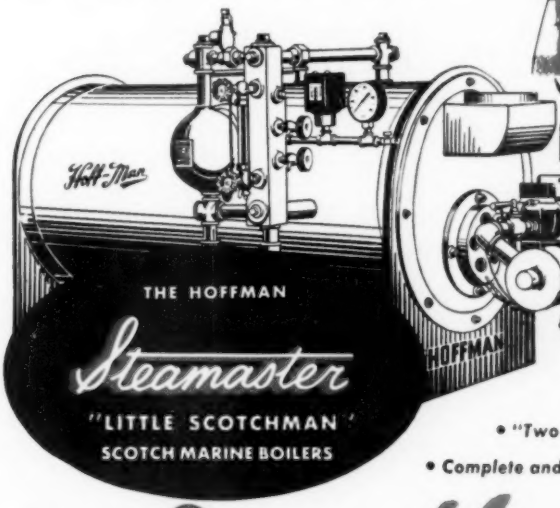
HEATING SURFACE INCREASED

UP TO 20%

for better efficiency and greater savings

in the HOFFMAN Steamaster "Little Scotchman" Boiler

New, the new improved "Little Scotchman" Boiler brings you even thriftier operation! Increased heating surface . . . larger furnace tubes . . . new burner arrangement, and other advances have been added to the big money-saving extras of the "Little Scotchman." Ask your Hoffman representative to give you *all* the details. And take advantage of his *Custom-Fitted* boiler service that assures you the right size for your needs. There's no obligation — get the facts right away.



THE HOFFMAN

Steamaster

"LITTLE SCOTCHMAN"

SCOTCH MARINE BOILERS

- *Eight Sizes, from 3 to 50 h.p.*
- *Fully approved — no lagging or brickwork*
- *"Two-pass" design saves fuel — lengthens tube life*
- *Complete and compact — for gas or oil-fired operation*

TOPS IN VALUE . . . SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THE MOVE THAT SAVED $1440 A YEAR

Armstrong traps pay for themselves 19 times over in first year—
at Morgens-Scott Cleaning Co., St. Louis, Mo.

Mr. Morgens, of Morgens-Scott says: "We have been using Armstrongs for years after finding that the repair and maintenance cost is much lower than on other traps. Poor leaky traps can really blow money down the drain by wasting coal. We also found that replacing leaky traps put our boiler back to where it could keep up with the load demanded of it."

THE simple, inexpensive move consisted solely of installing 12 Armstrong Steam Traps costing approximately $74 on various steam consuming units. Partial results: fuel costs dropped from $350 to $230 a month—a neat yearly saving of $1440! Here's how it happened:

Old traps were leaking steam. They were replaced with Armstrongs which do not leak steam for this very good reason: *Armstrong trap mechanisms for laundry and dry cleaning service are identical in design, materials and workmanship to those used in Armstrongs for pressures to 950 lbs., temperatures to 900° F.* On your service, you KNOW they'll last a long time. There are many other differences in an Armstrong, but this one pays off in absolute dependability with a minimum of maintenance.

Moral of the story:

Check the traps you are now using! Replacing faulty traps with Armstrongs can reap big dividends.

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan

You always get more out of equipment when you use Armstrong "Unit Trapping"

TRAPPING FOR PROFIT
This bulletin shows you how correct trapping practice can save you money. It gives complete recommendations on sizes of Armstrongs for most makes of equipment. Ask for free copy of Bulletin 1931.

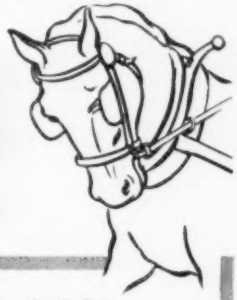
ARMSTRONG STEAM TRAPS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

S-T-R-E-T-C-H YOUR "PERC" SUPPLY...
E-X-P-A-N-D YOUR PLANT OUTPUT

with

The WORKHORSE
of the Solvent Reclaimers



HOYT SOLVO-MISER saves your expensive cleaning machine for its most productive work — washing and extracting alone . . . doubles and even triples plant output. It saves your valuable "Perc". No wonder it is the big money-maker for the cost-minded drycleaning plant!

Most Solvo-Miser owners report the solvent saved in a year's time *alone* pays for the machine. Savings like this are too important to be overlooked. You owe it to yourself to get full details on what the Solvo-Miser can do on open and closed type cleaning machines. ***Don't wait . . . mail coupon today!***

Don't take our word for the Solvo-Miser. Here's what users say about it:

TROY, N. Y.
"We are now running 120 pounds of clothing an hour. Before we bought the reclaimer it took . . . fifty-five minutes to do just 50 pounds of cleaning".

STATE COLLEGE, Pa.
"With the installation of the Solvo-Miser, we have cut our purchases of Perc in half; our extracting time down 3 minutes per load . . ."

WASHINGTON, D. C.
"We have cleaned as much as 10,000 lbs. of clothing with one barrel of Perchlorethylene using your Solvo-Miser".

3 MODELS

MODEL A (20 lbs. D.W. Cap.) will pass thru 34" doorway	**$1095.00**
MODEL B (30 lbs. D.W. Cap.)	**$1195.00**
MODEL C (40 lbs. D.W. Cap.)	**$1295.00**

SEND COUPON TODAY!

HOYT MANUFACTURING CORPORATION
998 Jefferson Street
Fall River 1, Mass.

Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

Name .....

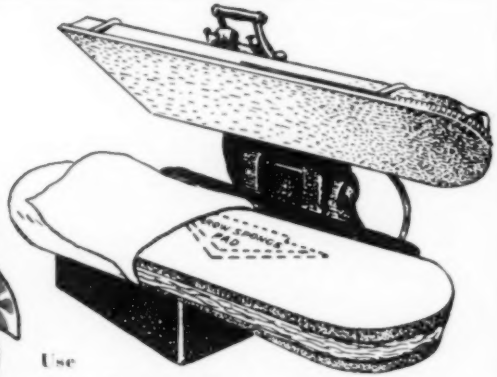
Company .....

Address .....

City ..... *State* .....

HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Use
Arrow Sponge Pads
for all Dry Cleaning Pressing Machines

Get rid of "old man shine" in your pressing department.
Now you can press light weight slacks . . . summer suits and dresses easily with FREE FLOW construction.

ARROW SPONGE PADS

When you use Arrow Sponge Pads on your presses there is no shine to steam out of your customers' garments.

ARROW SPONGE PADS

- Eliminate button and zipper breaking
- Save you 50% on labor and material costs

TRADE MARK
ARROW SPONGE PAD
U. S. PAT 2,482,412
KANSAS CITY MO. ARROW MFG. CO. INC.

Reg. U. S. Patent Office
Patent No. 2482412

Look for this trademark.

Arrow sponge pads give you a quality press on quantity production plus 100% efficiency for steam and vacuum operation.

REPLACE YOUR OLD PADDING IN 5 MINUTES WITH GENUINE ARROW SPONGE RUBBER PADS

Sizes and shapes for all pressing machines.

Ask Your Jobber or Write:

Arrow MANUFACTURING COMPANY, INC.

2922 Terrace
Kansas City, Missouri

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SAVE up to $900 a Year

with

Butler Ayr-Mor Synthetic Unit

THAT'S $900 SAVED on solvent costs *alone* . . . valuable perchlorethylene saved because the filter of the unit has Butler Air Cleanout* to recover more solvent from filter muck.

Ask Your Butler Sales Representative about These and Other Profit and Savings Advantages of the Butler Ayr-Mor:

- Fully Automatic . . . *requires only 5 minutes' attention per hour.*
- More efficient solvent reclamation . . . *Exclusive* Butler Ayr-Mor feature assures solvent recovery *in less time* and *at lower temperatures* than is possible with other synthetic units.
- Less garment handling . . . Soiled garments go in dry . . . come out cleaned, dried, deodorized.
- No filter bags to clean
- Variable washing cycle
- Flexible installation
- No expensive foundation needed

*Patent No. 2,301,803

See Your Butler Sales Representative, or Write

BUTLER STEEL PRODUCTS

BUTLER MANUFACTURING COMPANY

7452 E. 13th St., Kansas City 3E, Mo.

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING WASHERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

Gold-Mine Sitters

This is the season when most drycleaners watch volume slide down to, or below, the break-even point, while working capital begins to shrink again. Meanwhile at least a third of them are sitting on a little gold mine in which they are scared to do some digging.

Drycleaners took to fur storage like crazy! Vaults popped up from Quebec to Coral Gables and from Nome to Mexico City. Yet drycleaners shun the bonanza awaiting them in repairs and alterations.

The irony of this lies in the fact that vaults require an investment of thousands of dollars, while repairs and alterations depend on a relatively small capital outlay! Anything a man can *buy* to earn a fast buck is readily salable. Anything a man must *learn* to win a dollar takes a lot more selling, even when the profit margin is wider.

Any man or woman with intelligence enough to become a good spotter is capable of quickly learning what fur garments can be repaired and what the approximate charge would be. Anybody who learned from *The Spotting Manual* (which literally thousands have done) can learn as quickly from *The Fur Book*.

Or they can take a quickie course in the fundamentals of fur servicing, such as the one-month sessions offered by the American Mitchell-Sol Vogel Designing School in New York starting July 7 and August 4.

A drycleaner with a vault full of "idle" coats can regain the cost and effort of a little self-education in a very few weeks. A furrier admits he can make *a very good living off just one thousand coats*, taken as they come. How many thousand coats do *you* store?

The shame of it is, the drycleaner so often washes his hands of fur repair and alteration because of the unit costs involved. What could his last "lipstick load" have cost him if he didn't clear it up? Yet a mistake in cutting a fur pelt is easier to correct than a mistake in spotting or repairing a cloth garment!

Drycleaners don't have to do a terrific business in furs to take advantage of the servicing needed on garments in their vaults, or even on garments farmed out to storage companies. There are several very reputable and competent fur servicing firms in New York and elsewhere that will do your work by parcel post, for 60 percent of your retail price (remember you already have picked up the garment).

Many drycleaners have a furrier drop in for a week or so once a month to meet customers by appointment. Others segregate repair jobs from the run of storage. They then have a furrier come in for a month or six weeks to do all the work at once. In many such cases they are finding many of the little jobs can be done by a competent seamstress in the plant, and the toughies held for the furrier.

It doesn't matter so much whether the cleaner just nibbles at this business, or cuts out the easy work, or goes after it whole-hog. He just mustn't ignore it! Some day he'll realize the customer prefers getting her storage and alterations done at the same place. It just might not be his place, either!

Movie for Free Americans

In these critical times our democratic majority must make its position and philosophy clear. Otherwise they may lose much of their freedom by default! *Just why do we believe in the "free enterprise" system?* Why, in this swoop toward socialism, are we suddenly bracing our feet and pushing against the tide of the past two decades?

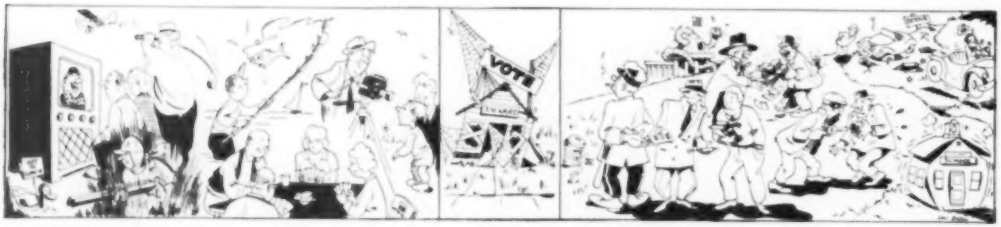
Our instincts tell us there is something wrong, that we can never get something for nothing in this very human world. But too often we need help to crystallize our thinking, somebody to put in words and pictures what is in the back of our minds. Such a tool is now ready for you and us who believe in the divinity of the individual against puppetry for the masses.

We refer to a movie in the report of the New Jersey convention in this issue in rather glowing terms. We don't think that is enough! We urge you on this page to make an effort to see it. Having seen it, we urge you to do your best to get it seen by as many people as possible!

The title is "Backfire Weapon for Defense." It was produced by the American Economic Foundation, 295 Madison Avenue, New York City.

This movie is ideal for association conventions, local meetings, employee meetings, fraternal, church, school or social assemblies.

We must do more than see this movie, nod our heads in agreement, and tell our wives about it. It is the responsibility of every drycleaner to expose as many people as possible to it. The truths that movies such as this can establish in thoughtful people's minds can dispel much of the fogginess in the economic and political thinking of democratic "free" Americans.



FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

SAVE LABOR:

SAVE TIME:

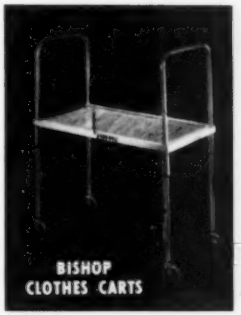
SAVE SPACE:

SAVE MONEY:

Employees do less walking, reaching, stooping ... are less fatigued... produce more, faster

By eliminating wasted motions and steps, every minute is utilized for actual production.

More production per operator and per foot of floor space means lower costs and more profit!



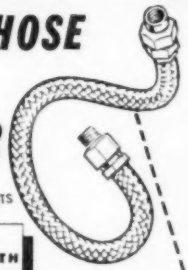
Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. B2-100 **$33.75**

Automatic assembly, twice as fast in half space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. B12-50 **$111.00**

Combined bagger, desk and rack for 3 sizes of bags. Fast, efficient, easy bagging in 1 square yard of space. B30-1 **$84.75**

G. H. BISHOP CO. CHICAGO — *Order Now* FROM YOUR SUPPLIER

DAVIS HOSE LASTS LONGER



NO BRAZING... NO PACKING... NO LEAKY JOINTS

EXCLUSIVE MIRROR-SMOOTH MACHINED SEAT *Seals instantly* AND PREVENTS LEAKS

MF 22 fits all sizes HOFFMAN presses $5.80 ea.

Other sizes to fit all makes and models of presses

***Makes your old press finish like a new one because* IT LIFTS THE NAP AS IT PRESSES!**

Fabric-renewing DAVIS PRESS PLATE

Have a Davis Plate on Every Press and another in reserve

Hoffman XCO5, XCO7, Pantex 45, New York 42, Butler 40, 42, 45 and other 36" to 46" models . **$14.85**
Mushroom models **$11.00**
47" to 54" models **$19.25**

Davis® SPECIALTIES, INC. CHICAGO — *Order Now* FROM YOUR SUPPLIER

20% More Finishing—10 Times Easier

with 50% LESS FATIGUE

DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON

Eliminates Foot Pedal Fumbling

No Tiresome Reaching for Foot Pedals
Feather-touch, Effortless Operation
NO HEAT IN THE OPERATOR'S FACE
Quickly Pays for Itself Out of Savings

JUST PRESS THUMB LIGHTLY TO GET INSTANT STEAM

America's Finest Finishing Iron

DRYCOMATIC Thumb-Operated Iron with cord, steam hose, solenoid valve, Cord-A-Way arm, pilot light and separator

MODEL 6330 3 lb. iron
MODEL 6360 6 lb. iron **$82.50**

THE ONLY GUN WITH ADJUSTABLE SPRAY

REGULATE IT ACCORDING TO WATER PRESSURE, TO TYPE OF FABRIC AND THE AMOUNT OF MOISTURE NEEDED

Dryco E-Z SQUEEZE WATER SPRAY GUN

- *Sprays a MIST ...not a stream*
- *Safety Shut-Off Valve*
- *More in use than All Others Combined*

SIMPLY REACH... SQUEEZE... RELEASE

MODEL F GUN
Complete with 5-ft. hose, coupling, valve and spring **$10.95**

Dryco® CORPORATION CHICAGO 24 — *Order Now* FROM YOUR SUPPLIER

THE STORE is rivaled in cleanliness and neatness by the . . .

This Cleaning Plant

Boss, employees and customers all like orderly fresh-painted Canadian plant — $400 worth a week

by LOU BELLEW

WE READ IN A PAINT JOURNAL the other day about a paint store that was losing money—until the owner painted the store building. There's a cleaning plant or two in this country that might also get out of the red, if they kept *their* premises a little cleaner. We are convinced, certainly, that many plantowners who insist on a partition between store and plant need the screen to hide their untidy housekeeping.

That's not true of Guarantee Cleaners, the first drive-in drycleaning plant to be built in Windsor, Ontario, right across the border from Detroit. Angelo Olivastri's two-year-old concrete structure is open clear through from front to back, except for the drycleaning and boiler rooms. The ready racks are right behind the counter on one side, the finishing department is under the customer's gaze on the other.

The small neat building, 31 by 81 feet, is unpretentious in every respect. The walls in front of the counter are finished, but in the production area behind they are concrete block, unfinished. Yet the hospital spotlessness of the plant leaves no rough factory taste with the customers. They *are* impressed by the order, and by the clean, freshly painted equipment operating in the finishing department.

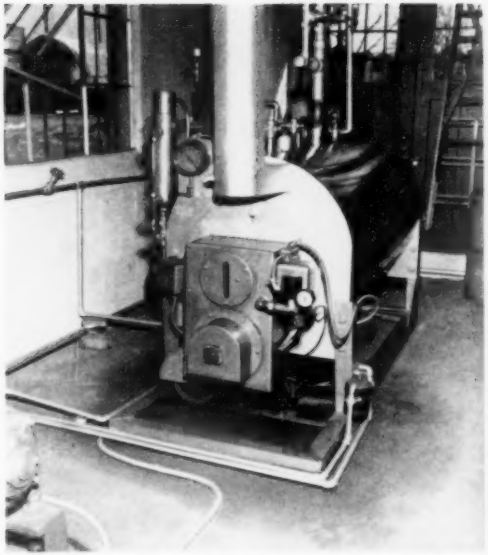
Housekeeping and proper maintenance get the credit, not the newness of the plant (we've seen new plants that were dirty the day they opened, and never got spruced up). To reduce the confusion, Mr. Olivastri set his driver's incoming bin right by the side door. It also serves as the hopper to the marking table.

Nor is it the newness of the equipment in the finishing area, for two years is soon enough for the best of equipment to show abuse. Oil and grease collect just as much lint and dust on a new machine as on an old one.

Moreover, the cleaning room equipment, still in good repair and capable of long service, was moved over from the old plant. But it is freshly painted a dark blue, and the cleaning room walls are painted a very light blue, cool and clean in the light of the big west and south windows.

The most astonishing feature is the little boiler room. Not only could you "eat off the floor," but also off the little 20 hp. steam generator. One of the employees has the regular daily chore of actually cleaning up this room, and particularly the entire boiler assembly, including pipes, gauges, stack and all. . . . It's unbelievable!

Guarantee Cleaners is what is generally termed a "happy plant" where all obviously enjoy their work and



BOILER ROOM. This is their normal condition, not Saturday scrubbing

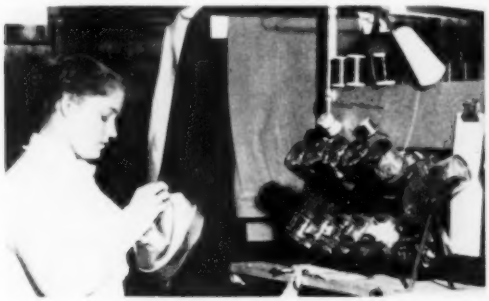
A $400 INCREASE in weekly volume was obtained shortly after the new plant was opened

FEW PIPES make floor easy to sweep; asbestos-jacketed pipes are dusted frequently. Through-unit finishing keeps work in order

Is Clean!

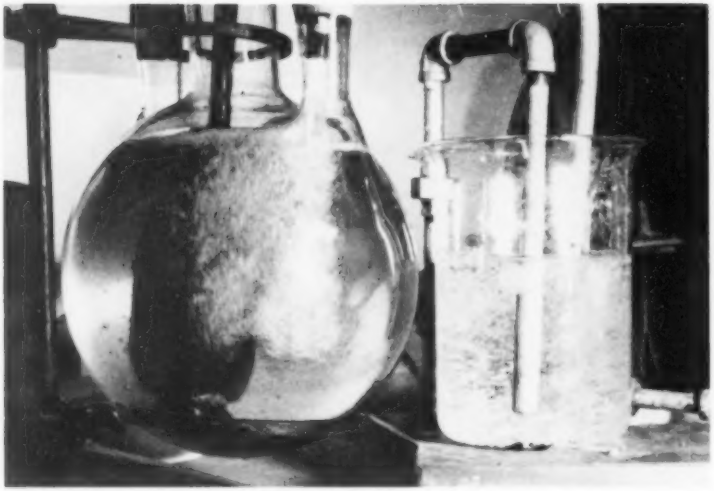
take pleasure in a job well done. There is a complete lack of strain and confusion that may be credited partly to "through the unit" production, but also to quiet, orderly management of workflow. So both the neatness of the plant and the smooth production really stem from the owner, Mr. Olivastri.

Such orderliness on the part of this plantowner may seem fanatical to some readers, but we have come to the following conclusions: (1) striving for an orderly plant makes orderly workers; (2) lack of confusion minimizes fatigue; (3) absence of dirt reduces do-overs; (4) customers, even though not conscious of the fact, are offended by clutter, and are also attracted by nice bare floors and gleaming equipment; (5) "happy" workers make competent workers. # #



REPAIR-COUNTER GIRL has reel holding 20 glass jars for buttons, etc.

WEIGHING SCOOP made from frame supported by old press base



MODEL FILTER has cleared up two penfuls of ink, is working on the third, part of which may be seen at the bottom of the jar

Newspaper Filters Solvent

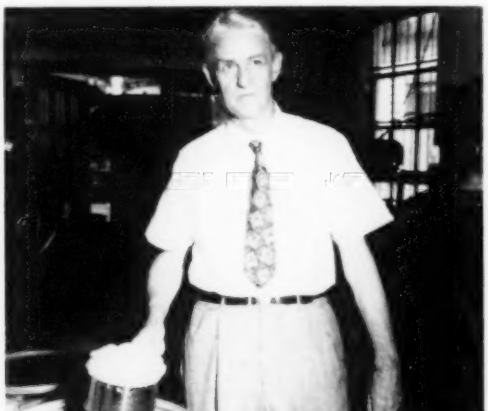
Pulverized fluff reported doubling the flow rate

by WILLIAM R. PALMER

SIXTY POUNDS OF NEWSPAPER, plain old everyday newspaper, will filter enough drycleaning solvent to clean 12,000 pounds of clothes in one week, according to Salem Boorujy, of Columbia Cleaners, Summit, New Jersey. Back in World War II, when he ran out of filter powder, he took some newspapers across the street to the Pulverizing Machinery Company and got them chewed to shreds. He loaded his filters with the stuff and got by very handsomely until the powder shortage was alleviated.

Mr. Boorujy has been monkeying with newspaper as a filter aid ever since. He interested W. M. Sheldon, research engineer of the pulverizing outfit, in this project, and together they devised a pulverizer that

HOW FOLDED NEWSPAPER is fed into pulverizer is shown by Salem Boorujy. Open door shows receiving chamber and some of the "powder"



SCOOP OF PAPER shown by Mr. Sheldon, designer of the pulverizer. Two scoops are enough for day's run on 42-by-72-inch washer

Amazing New Sanitone SS (Silk Size) Helps Build Summer Business! . . . Makes Finishing Easier!

BOON TO SANITONE LICENSEES . . . BLESSING FOR SANITONE CUSTOMERS!

Emery Industries miracle new dry-sizing process increases finishing production, lowers finishing costs . . . helps sales, too.

New process gives garments like-new feel, helps them hold their shape, stay tissue-crisp and resist wilting in hottest weather.

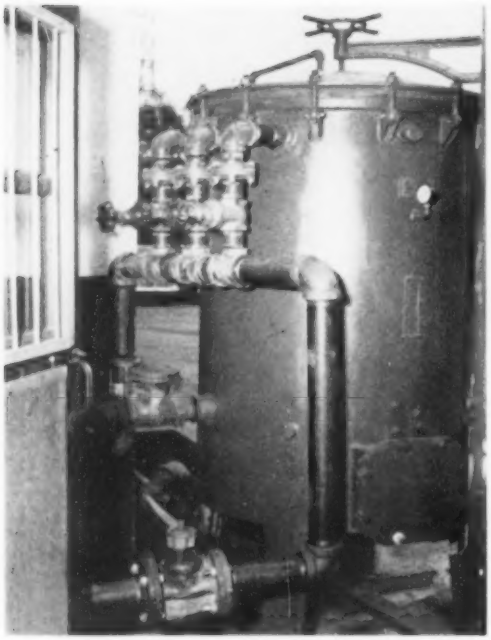
SANITONE Licensees in both Synthetic and Petroleum Plants Report Lower Finishing Costs . . . Increased Sales!

The discovery of Sanitone SS is just one of the many new developments that provide extra sales opportunities for Sanitone Dry Cleaners . . . help them build volume to more profitable levels. Tied in with a complete program of national and local advertising, Sanitone Dry Cleaners get and hold more business. For full particulars, write, wire or phone today!

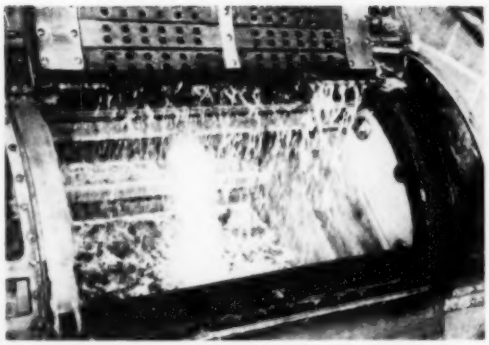
Sanitone DRY CLEANING SERVICE

Division of Emery Industries, Inc. • Cincinnati 2, Ohio

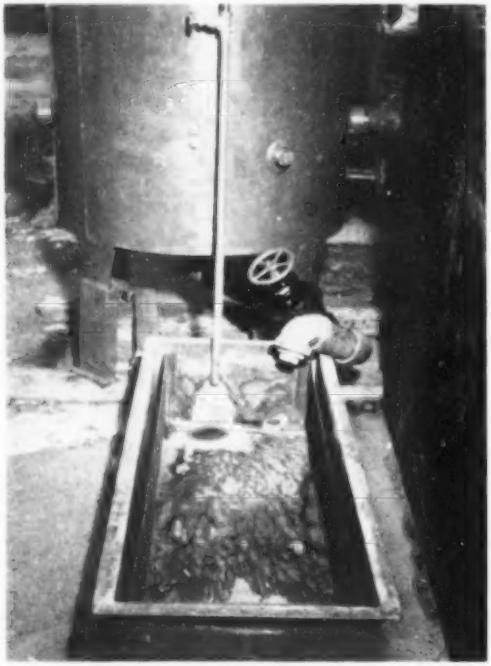
When writing to advertisers please mention The NATIONAL CLEANER & DYER



THREE MANIFOLDS connect three batteries of tubular screens on 18,000 gph filter. One battery is backwashed at time with full force of pump



SOLVENT CASCADES into 42-by-96-inch washer through 3-inch main. Current at surface of solvent is visible to eye



SLUDGE TANK permits solvent to settle out, leaving a mostly organic residue of cellulose, fatty acids and insoluble soil

would shred newspaper fine enough for their purpose. It is a standard pulverizer but with special gearing and chewing teeth. It produces particles so fine that they resemble a slightly fibrous powder.

Don't start dumping paper in your washer too quickly, though, because some changes need to be made in the filter. The standard fine-mesh screen isn't porous enough when used with paper. Now Mr. Boorujy is using tubular screens with holes half the size of mosquito screening. In fact, he has successfully used mosquito screening in some experiments.

When used with the larger screening, pulverized newspaper gives a surprising flow rate. The filter illustrated on this page was originally an 8000-gallons-per-hour unit with 275 square feet of filtering surface. As rebuilt it has only 200 square feet of filtering surface, with a flow rate reported to be 18,000 gallons per hour.

Mr. Boorujy uses approximately one pound of newspaper, he says, for every 200 pounds of clothing. His employees supply him with more than enough paper each week. An hour and a half of the cleaner's time, each week, is enough to run the pulverizing machine.

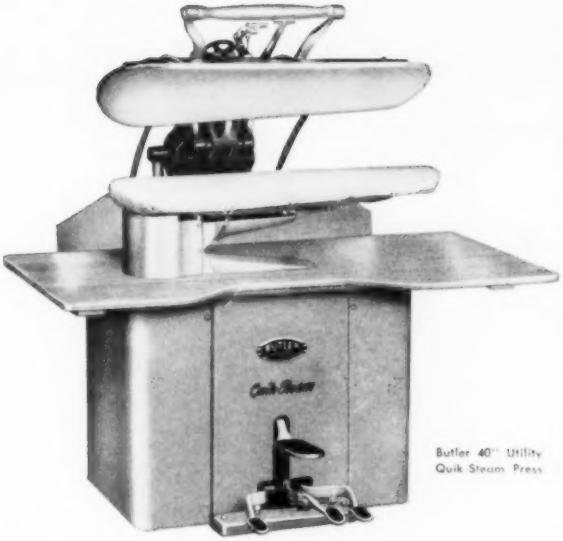
Mr. Boorujy finds the newspaper works equally well with either the batch or charge system. The "strong soap" appears to pass through with undiminished strength. Moreover, it is his theory that the printing ink resembles activated carbon in nature, while the dried oils in the inks are similar to some detergent oils. He suspects the ink therefore assists slightly in the cleansing action!

The use of moisture appears to present no more of a problem than a drycleaner normally encounters. He has run as high as $1\frac{1}{4}$ ounces of water to a pound of clothes without apparently plugging up the filter.

Mr. Boorujy has found one further point of interest. Pulverized newspaper carries a negative electrical charge. Garments also have a negative charge, he states, while most soils have a positive charge, which makes them mutually attractive. But once the dirt is dislodged from the garment or suspended in the solvent, the soil and paper are mutually attracted. At the same time the paper and garments repel each other, holding the suspended soil away from the fabric. Thus, Mr. Boorujy contends, the likelihood of redeposition is reduced if not eliminated completely.

One final benefit from pulverized paper and we're through. When the sludge has drained and dried out, it makes an excellent mulch for flowerbeds, lawns and gardens! We saw very lush plants growing out of the stuff! # # #

For Faster, Finer Finishing . . .



Butler 40" Utility Quik-Steam Press

BUTLER *Quik-Steam** Presses

Quickest Steam means fastest, most even conditioning of garments. Specially designed baffles direct steam to all parts of head and buck, quickly and evenly.

Strongest Vacuum assures faster, more uniform drying of garments. You get the finest finishing possible.

Speed up *your* finishing operation with Butler Quik-Steam Presses. Available in three sizes: 18", 40" and 45".

Here's Why BUTLER *Quik-Steam* Presses Are the Best Your Money Can Buy

1. *Fastest Opening Head* . . . more lays per hour.
2. *Quickest Steam* . . . fastest garment conditioning.
3. *Quickest Drying Vacuum* . . . more even drying, fastest finishing.
4. *Easiest to Operate* . . . less operator fatigue.
5. *Copper Tubing Throughout* . . . longer life and less maintenance.
6. *Rugged All-Steel Frame* . . . stronger . . . with less dead weight.
7. *Removable Side Panels* . . . keep out dirt . . . provide easy access for service.
8. *Packless Steam Valves* . . . prevent leakage, repacking.
9. *Lubricated for Life Bearings* . . . no lubrication maintenance—lubricants can't leak out.
10. *Aluminum Heads* . . . transfer heat faster . . . lighter, easier to close.
11. *Solid Hardwood Table* . . . prevents snagged, torn or rust-stained garments.
12. *Butler Built* . . . designed and engineered by pressers for pressers.

IN JUST 15 MINUTES, your Butler Sales Representative will show you how these 12 features of Butler Quik-Steam Presses can help you increase production . . . improve quality. Ask him to show you soon, or write today for more information.

*Trademark

BUTLER STEEL PRODUCTS

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING-WASHERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Manual for Training Silk Finishers

Part V: Steam-air finishing of silks

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers

There will, no doubt, be some comment from the new operator on this machine. Be sure to explain to her that it is designed primarily to make the finishing of the garment easier and that in actual plant practice very few garments are completely finished on this machine.

Then show the operator how the steam is turned on by the use of the pedal at her right foot and the air by the pedal with her left foot. Explain that it is the air that actually dries the garment.

It is advisable to show the trainee all the various adjustments on the machine for waist, hips and lower hemline before you put a garment on. Then show her how tight the bag is in length when the machine is at its highest elevation point. This makes it pretty hard to get a dress on over the machine. You might explain that it would be desirable to have the shoulder of the machine flexible so that it could be stood on end and thus make it easier to put a garment over it, but this would also make the machine higher and more difficult to operate.

Lower the form by stepping on the center pedal and show the girl how the bag then becomes slack enough for you to bring it right up to the center pole, as in Figure 1. Then it is a very easy matter to get even the smallest garment on the machine by putting it on sideways. (See photographs on page 46.)

You might also explain the use of the front clamp board and why you will not have to use it on the dresses that are not open all the way down the front.

After you have explained the various mechanisms and have let the trainee try them and get the feel of them, you are ready to process your first garment. You want to be sure she understands that the machine should be at its smallest size when you start to operate it. Explain that it is not necessary to do this after each dress. She should rather keep in mind the previous garment; if the next one that she is about to process is smaller, then she should again reduce the form. If it is about the same size or larger she can save that time.

On this particular operation, it is important for the operator to use the correct hand for each step or she can slow herself up a good deal. It is also important that the garments come to her all facing the same way. She can then quickly take them off the hanger and put them on the machine, confident that the front of the dress will be on the front of the machine each time. Also, all the side openings will be on the same side and thus opening of the zippers will soon become an automatic operation.

In case your slickline or feed line comes down the opposite side, the use of the hands on the shoulder and hemline of the garment will have to be reversed. Notice in Figure 3 that the operator still holds the neckline of the dress, that the waistline is being fitted under the shoulder piece (on operator's right side) so that the garment will slide on to the form easier. In Figure 2 we have tried to show you a clearer picture of how the waistline on a very small garment can be put over the machine, by taking advantage of the side opening on the garment.

Do not let the operator get in the habit of trying to drop the garment over the form. Keep her going on that sidewise motion. This will also be much easier on her and not tire her out so quickly.

Be sure the side opening is always closed. If there are any buttons at the front of the garment, as in Figure 4, be sure they are properly closed.

On short-sleeved garments, be sure the operator closes the zipper openings on the bag at the armholes. This will give a much better steaming process for the entire garment since steam escapes through the most convenient openings. These zippers can be closed before the garment is put on the form, if the operator is observant and notices that the next garment is sleeveless.

Don't let the bag go back to its full height when re-elevating it after the garment is on the form. Explain to the operator that we turn the air on first in order to make the proper adjustments to fit the garment. It is only the air that shapes the bag and really does the finishing on the garment. The steam only softens the garment and gets it in condition for the finishing by the air.

When adjusting the chains for the various width measurements, show the operator how she can tell when she has let the bag out too far by the garment slowly creeping up, trying to seek a smaller size. You want to be especially careful of this at the hemline and the hip adjustments. Bias cuts will have a definite tendency to pucker at the back and front seams.

After you have made the various adjustments, you are then ready to turn off the air and start steaming the garment. You might explain how the machine is made so that there is sufficient moisture in the steam to penetrate the garment at once. Therefore, as soon as the garment feels damp to the operator's hand, it has been steamed long enough. Do not allow her to steam a garment so long that the steam rises to the ceiling in billows. Show her how she has time to straighten pocket flaps, collars, cuffs, bows and various trims, as well as to check and see that the wrinkles are coming out of the skirt and sleeves of the garment.

To use that last bit of steam, we step on the air pedal *before* turning off the steam. This can be done so closely that it is almost a simultaneous operation, but be sure the operator turns off the steam *after* she turns on the air.

Again the operator can use her fingertips at the shoulders to feel when the garment is free of moisture. Be sure she turns off the air before she opens up any buttons or zippers, or else the garment can easily be put out of shape at those various spots.

Then the operator must just reverse her operations. After she has opened the zipper at the side, watch to see that she lowers the form before taking the garment off the machine, and that this, too, is done in a sidewise motion.

Stick with your new pupil to make sure she covers all the points in proper order.

(Continued on page 46)

Use NU-PRO PRODUCTS

They LEAD for EVERY CLEANING NEED

FASTER RESULTS . . .
HIGHER QUALITY . . .
GREATER ECONOMY!

NU-TEX
LIQUID FILTER SOAP

A top Dry Cleaning soap that increases pass-ups, speeds production, builds no filter pressure, and emphasizes economy. NU-TEX affords high soil removal from garments, yet is readily removed from solvent by any reclamation system. It may be used with water, as it forms an emulsion which remains stable, disperses in the solvent, and never breaks down. NU-TEX is also excellent for use as a hand-brushing soap.

KORO
LIQUID DETERGENT

Especially made for use in Filter Systems of dry cleaning. Also possesses high soil-removing qualities. KORO contains no fatty acids and leaves no odor in garments.

TOP QUALITY SOAPS for DRY CLEANING

NU-SO
SEMI-LIQUID SOAP

It brightens cottons and rayons like an ammonia soap and is so easy to use. Causes no wrinkling, shrinkage, or color bleeding. Leaves no odor in garments. It is especially made for use in the Filter System of cleaning. NU-SO disperses easily, builds no filter pressure, and is readily removed from the solvent. Its soil-removing qualities are comparable to paste soaps.

USE THESE NU-PRO SPOTTERS FOR SUPERIOR RESULTS

Lacquersol
NAIL POLISH REMOVER

Removes nail polish, enamels, other paints, varnish, salad oils, grease, airplane glue, etc. in a jiffy. Safe to use on all fabrics and all colors.

Nuz
WET AND DRY SPOTTER

For quick removing of paints, grease, lacquer, oil, nail polish, lipstick, rouge, food spots, and other difficult stains.

NU-PRO MAGIC INK STICKS

A national favorite for removal of ink, fruit, berry, and other stubborn stains—in a flash! Easy to use, fast results, with economy. Two to a set.

THE NU-PRO LINE IS COMPLETE FOR YOUR EVERY NEED

TOPS—a concentrated Wet and Dry Cleaning Detergent.

NUSOLVO—a fine Pre-Spotter.

SYNSO—a Liquid Soap for use in synthetic systems.

PRE-SPOTTER S—also for use in synthetic solvents.
N. P. STRIPPER—may be used in copper kettle without danger of corrosion.
N. P. STAIN REMOVER—a fine quality product.
N. P. WATER REPELLENT.

P. F. S.—a fine Paste Filter Soap.
U-DOR-A LIQUID SPOTTER—a fine perspiration remover.
N. P. SIZE—a top dress size.
HYDROSITE—a fine Stripper and Stain Remover.

ORDER TODAY . . . AND BILL THROUGH YOUR NU-PRO JOBBER!

NU-PRO MFG. CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(Continued from page 44)

B. Instructions to Trainees

Job Breakdown

IMPORTANT STEPS	KEY POINTS
1. Reduce form.	a. Using right hand, move bottom width control lever as far as possible to the left. b. Release right-hand chain and pull up as far as possible. c. Release left-hand chain and pull up as far as possible.
2. Lower form.	a. Lower form to its lowest point by releasing height-control foot pedal at center of machine (Fig. 1).
3. Remove dress from hanger.	a. Before removing garment from hanger, open zipper at side of garment, if there is one. b. Grasp garment at left shoulder with right hand, and at hemline with left hand at the right side seam.
4. Place garment on form. (See Fig. 3.)	a. With left hand at hem, slide dress on form in a sidewise motion. b. Waist band goes under shoulder form for easier working (Fig. 2). c. Pull dress down on form. d. Zip side of dress.
5. Conform bag to the garment.	a. Elevate form slightly, pressing center pedal. b. Turn on the air with the left foot. c. Release waist control with left-hand chain. Be sure it does not stretch waistline. d. Release hip control with right-hand chain; watch bias cuts. e. Adjust bottom control to conform to hemline of dress by moving release lever away from you with the right hand.
6. Turn off the air.	a. Step on aid pedal with left foot.
7. Steam dress. (See Fig. 4).	a. Step on steam pedal with right foot. b. Straighten garment as steam is forming and feel with fingertips until garment is moist to touch.
8. Dry garment.	a. Step on air pedal with left foot. b. Turn off steam by stepping on pedal with right foot. c. Continue to dry until steam disappears from shoulders.
9. Turn off air.	a. Step on air pedal with left foot.
10. Remove garment from machine.	a. Unzip all openings. b. Lower the form by stepping on center pedal. c. Grasp shoulder of garment with left hand, lift upward with waist being guided under one side of form shoulder by the right hand.
11. Return garment to hanger.	

This article is *not* an endorsement of the particular steam-finishing device used as an illustration. It *does* show how a *job breakdown* should be prepared for any steamer on the market. It is very important that the breakdown be in detail, be specific, and be in proper sequence.—EDITOR

FIG. 1. Form is lowered by pressing height-control pedal

FIG. 2. Waistband under form shoulder gets dress on easier

FIG. 3. Sideways motion for sliding dress on form

FIG. 4. Steaming dress. Note that buttons are closed

Mrs. J. M. Friedlander, Owner
Mr. J. M. Friedlander, Manager

Manitowoc

"More capacity because double drum design permits washing and tumbling at the same time", says J. M. Friedlander of PARAMOUNT DRY CLEANING CO.
Hamilton, Ohio

$4860 COMPLETE

WASHER EXTRACTOR — CONTINUOUS FILTER
RECOVERY TUMBLER — DUAL-LEVEL VENTILATION
CONTINUOUS STILL — BUILT-IN STORAGE TANK

More and more cleaners who are concerned about finer quality dry cleaning are switching to the Manitowoc synthetic, like Paramount of Hamilton, Ohio. According to J. M. Friedlander, Plant Manager, "The reclaiming ability of the Manitowoc was amazing and unbelievable. The colors that were obtained when I switched to a Manitowoc were sparkling and bright, which not only I could see but my customers also. One of the main features that I like is the fact that you can dry your cleaned clothes and be dry cleaning another batch at the same time, which gives us about 105 lbs. of finished clothes per hour.

"The Manitowoc has many features that higher price machines offer, yet is economically priced. This is ideal for plant owners who have a moderate amount of money to spend and want a well built, easy to run, efficient machine."

Why don't you investigate a Manitowoc? Send for complete details today.

Manitowoc Synthetic
PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO.
512 - 16th Street
Manitowoc, Wisconsin

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"I'm amazed! I installed a new boiler

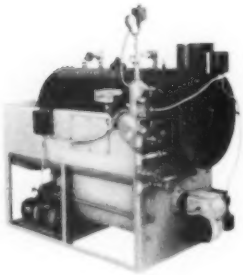
and cut operating costs by 20%"

The lines are buzzing these days. Smart businessmen everywhere are discovering that a new Columbia boiler doesn't cost—it pays. Right now, your oil boiler is probably robbing you of real fuel dollars while a change-over to the new Columbia HRT* Oil-Fired Boiler would immediately cut costs in a big way. That's because it delivers more DRY steam per dollar invested, more steam per dollar spent for fuel. No need to listen in on the party line to get the facts: Just write us today and we'll supply the details.

COLUMBIA HRT* OIL-FIRED BOILER

Complete high pressure steam power plants from fractional to 25 horse power units for oil firing, suitable for any make of gun-type oil burner . . . adaptable to any type of feedwater system.

*Horizontal Return Tubular type



qualified dealers in most cities

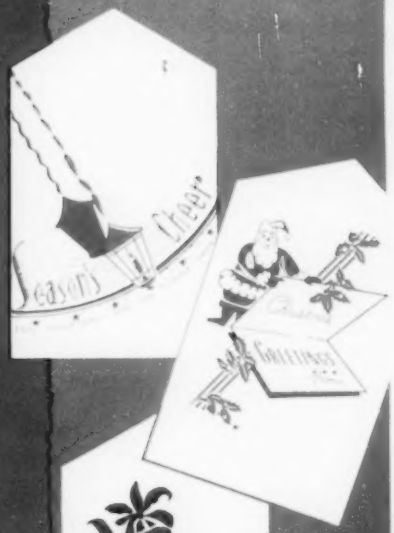
Manufactured by

COLUMBIA BOILER COMPANY

Main Office and Plant, POTTSTOWN, PA.
Manufacturers of Columbia Oil Burners

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Lincoln holiday greeting garment bags build extra good will that lasts throughout the year!



3 papers · 8 designs

All eye-catching Holiday designs are available in green and red on heavy-weight white, standard gray, or brown paper. Order now for extra customer satisfaction and good will at Holiday time. Send for complete details.

order now for early delivery!

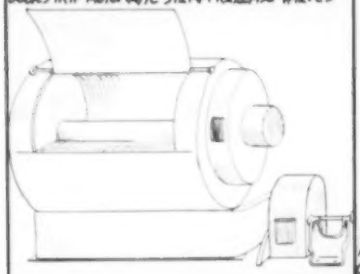
Lincoln Bag Company, Inc.

4200 WEST SCHUBERT AVENUE · CHICAGO 39, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

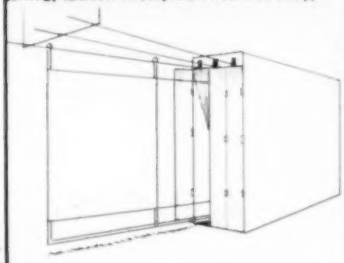
25 YEARS AGO... JULY, 1927

UNUSUAL NEW TUMBLER FEATURES DOWN-DRAFT AIR FLOW, WITH FAN ANCHORED TO FLOOR. TWO COMPARTMENT CYLINDER PERMITS DRYING 'GREYS' & 'DARKS' AT SAME TIME. EXPLOSION DOORS TRIP AUTOMATIC STEAM-RELEASE VALVES



NEW ALL STEAM PRESSING IRON ELIMINATES SPONGES & PRESSING CLOTHS... SPECIAL STEAM VALVE MOISTENS GARMENTS AS CONTROL BUTTON IS PRESSED

NEW UNIT TO STRETCH AND DRY BEDSPREADS BLANKETS, ETC., SPEEDILY & SAFELY. INCLUDES 3 COMBINATION STRETCHERS, METAL DRYING ROOM WITH CIRCULATING AIR HEATING SYSTEM.



10 YEARS AGO.... JULY, 1942

SELLERS' MARKET CAUSES CLEANERS TO LET SALES EFFORTS LAG... PRESENT LETHARGY WILL MAKE POST-WAR SELLING DIFFICULT UNDER COMPETITIVE CONDITIONS

NAIDC ALUMNI ANNUAL SCHOLARSHIP WON BY WILLIAM HILBOLT OF ANDERSON, INDIANA. WILL ENTER FALL TERM AT INSTITUTE WITH OVER 23 YEARS BACKGROUND IN CLEANING INDUSTRY

NEW GARMENT HANGER OF NON-CRITICAL MATERIAL WILL SUPPORT WEIGHT OF A SMALL CHILD, HAS ADVERTISING SPACE & SLOTS FOR BELTS... MADE OF FIBRE-BOARD

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

DIGESTIT

A CONCENTRATED DIGESTIVE AGENT

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

You Will Probably Save $2.00 to $3.00 per Pound by Using this Fast Acting Digestive Agent! Gives Excellent Results in Spotting or Bath Treatment! Harmless to Colors that Will Stand Water.

CHECK THESE LOW PRICES

1 lb. jar ..... per lb. $2.00
6 1-lb. jars.... per lb. $1.60
10 lb. jar ..... per lb. $1.15
4 10-lb. jars.. per lb. $1.10

HEXAMO

A PAINT, OIL AND GREASE REMOVER

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

HEXAMO IS AN OUTSTANDING PRODUCT FOR PAINT, OIL AND GREASE REMOVAL, ALSO HIGHLY EFFICIENT ON OXIDIZED OIL STAINS, LIPSTICK, SHOE POLISH ETC.

Rinses out completely with solvent or water

CHECK THESE LOW PRICES

1 Gal. Bottle $3.30
1 case (4 Gal. Bottles) Per Gal. $2.95
5 Cases (20 Gallons) Per Gal. $2.65

RIVERSIDE

TIME TESTED RIVERSIDE PRODUCTS

. . . Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products In The United States

WETSPO

(Formerly called Wett Spotter)

A PAINT, OIL AND GREASE REMOVER

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

NOT REALLY A WET SPOTTER . . . BUT A PAINT, OIL AND GREASE REMOVER THAT WORKS WITH AND RINSES OUT WITH WATER.

WETSPO is a great help in board spotting and particularly during wet scouring to remove Paint, Varnish, Tar, Wax, Grease, Leather Stains and many others. You will be surprised at the effectiveness of WETSPO

CHECK THESE LOW PRICES

1 Gal. Bottle $3.20
1 Case (4 Gal. Bottles) Per Gal. $2.85
5 Cases (20 Gallons) Per Gal. $2.55

RIVERSIDE

R-G-F

RIVERSIDE GENERAL FORMULA

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

R-G-F is an unusual ink remover and covers a wide range in removing many other difficult stains with safety to fabrics and maximum safety to colors. R-G-F is normally diluted with an equal amount of water for general use which is very economical and you will probably pay much less for R-G-F than for what you are now using —

CHECK THESE LOW PRICES

1 Pint Bottle $1.75
6 Pint Bottles per Pt. 1.40
1 Gal. Bottle 8.00
1 Case (4 Gal. Bottles) Per Gal. 7.65

RIVERSIDE

PEE-VEE

A HIGH QUALITY LACQUER REMOVER

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

PEE-VEE IS AN UNEXCELLED PRODUCT FOR THE REMOVAL OF LACQUERS, FINGER-NAIL POLISH, AIR-PLANE GLUE, ETC.

Fast acting, easily rinsed, safe to all natural fibers, acetate and other rayons.

CHECK THESE LOW PRICES

1 Gal. Bottle $3.50
1 Case (4 Gal. Bottles) Per Gal. $3.15
5 Cases (20 Gallons) Per Gal. $2.85

RIVERSIDE

RIVERSIDE

RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TYPICAL ADS for Blue Ribbon Service show operators at work, and describe what is done. Survey showed Berthon's newspaper display ads get far better than average reader interest

Sells Personal Service

Alabama firm tells customers who does their "Blue Ribbon" cleaning

by LON FANALD

IDENTIFICATION of all plant personnel is the basis for the advertising and promotion of Berthon's constantly growing cleaning business at Birmingham, Alabama. Proprietor A. H. Berthon has found that customers like to know who handles their clothing, especially the higher-priced garments.

This principle Mr. Berthon learned back in 1916 when, recently arrived from France, he was operating a barber shop and had a shoeshine boy who did pressing on the side. When the boy put up an almost life-sized photograph of his white-uniformed self, captioned "I'ze your presser man—Sam," the results were so good that he went in for pressing exclusively—and his boss decided to go into the drycleaning business.

Berthon's business was built on this concept of letting the customers know and see who does the work. He used photographs of himself, his two sons and his daughter in all his newspaper advertising. The pictures showed different members of the Berthon family doing some job at the plant with Mr. or Mrs. Customer's garment.

Later, when a new drive-in plant was opened to expand the service, the same type of advertising was used both to announce the new location, and to stress a higher-priced "Blue Ribbon Service." Regular newspaper ads showed not only the Berthon family but heads of departments, spotters, finishers and repair women at work. Each picture carried a full explanatory caption.

Every garment finished under the Blue Ribbon Service carries a hanger tag explaining the service. Also, several thousand folders a month are mailed out to a prospect list. The copy used in these folders is given below. The envelope also carries a Blue Ribbon and for

EXAMPLES OF CARICATURE CARDS showing Berthon family. These are used to promote regular service

EVERY BLUE RIBBON GARMENT is packaged in window bag, with attached tag-folder shown here by George Berthon

It's "ACES" with operators

the New ACECO Dry Cleaning Press

When operators are enthusiastic about a press you *know* it's good. Entirely new in design, the ACECO Press is "*aces*" with experienced pressers and beginners because it's the *easiest, safest and fastest to operate dry cleaning press ever built*... any girl can operate it.

With the air-driven ACECO Dry Cleaning Press there is no change in work habits for operators accustomed to foot-power presses . . . *no push buttons to fumble for* beneath overhanging portions of garments. Just a touch on the control handle on the head quickly lowers the head into pressure.

With the head sealed, depressing a treadle control applies high pressure when required for certain garments. *And the head cannot be lowered accidentally* by the operator stepping on the wrong treadle while dressing garments on the buck.

A two-handle steaming control saves time by making it possible to start steaming from the head while the head is being lowered. And with steam flow more direct than on any other dry cleaning press, steaming from both the head and buck is faster.

Another reason why the air-driven ACECO Dry Cleaning Press is "*aces*" with operators is because the head opens so fast. When the Pressure Control Handle or Treadle are released, four powerful retriever springs return the head rapidly to open position. Needle bearings on the Yoke and Pressure Levers further speed up opening of the head.

For complete information on the many other new and exclusive features of the ACECO Dry Cleaning Press, MAIL THE COUPON BELOW.

The ACECO Dry Cleaning Press is also available foot power. Both air-driven and foot power ACECO Presses are furnished in Utility, Mushroom and Pants Leg models, with either air or steam vacuum.

cAc Co.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

AMERICAN CLEANERS EQUIPMENT CO.
Division of The American Laundry Machinery Co.
Cincinnati 12, Ohio

Rush complete information on ACECO Dry Cleaning Press.

Name _____

Plant _____

Address _____

City and State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PROPRIETOR Berthon with display used at main plant and new drive-in

the return has "Blue Ribbon Service by Berthon's Cleaners, Dyers – Furriers."

The regular service gets the same sort of name-and-picture promotion. Each month 5,000 postcards are mailed out to prospective customers. Different for each month's mailing, these cards all show the Berthons in different comic poses but always driving for better quality and more business.

"We have wonderful results from these cards," Mr. Berthon reports. "A great many new customers come to us with one of the cards and ask 'Which is Maurice?' or 'Where is Pauline and George?' We believe the caricature cards have 10 to 20 times the advertising value and appeal of an ordinary unillustrated mailing piece."

The same method of advertising is used for promoting Berthon's storage vault. The vault has a 3000-coat capacity but will have to be enlarged.

Berthon's also added a leather cleaning service, employing an expert leather cleaner. Every advertisement of the department and service carried a picture, some of a leather coat before and after cleaning, some of the cleaning department, some showing the leather cleaner at work.

Mr. Berthon reports that about 30 percent of the leather cleaning volume now comes in by mail. When this mail-order business first started coming in, the plant took its cue and mailed out illustrated cards to neighborhood cleaners, to men's shops, department stores and sporting goods stores. The mailings have been continued.

Mr. Berthon believes his personal-service type of advertising will work for any average-sized plant that will get in and push it. A strong confirmation of his belief is the fact that every year the Berthon plant has shown a small but healthy growth in volume. And each new service or department which has been added and advertised in the Berthon manner is still in operation and still showing an increase. # #

For the past few years many of our customers and friends in the ready-to-wear field have called our attention to the need for an exclusive cleaning service in Birmingham. Feeling that this need offered us an opportunity to better serve our clientele, we have spent considerable time and expense for the most modern cleaning and finishing equipment manufactured to produce a service to meet this need. We have drawn on every available source to build a capable organization, properly supervised, and to develop adequate production techniques so that we could produce a truly fine cleaning service. We now proudly present

BLUE RIBBON SERVICE

designed

To remove all spots possible.

To finish a garment to give it the appearance and feel of a new one (even the pockets and seams are finished).

To package every item in a manner that will preserve its shape and finish.

To preserve decorative materials.

To give individual attention to any special request or unusual condition.

To thoroughly clean (even the pockets) of a garment.

To finish delicate materials, such as gabardine, without mashing, slicking, or press marks.

To replace all buttons.

To sew rips and make minor repairs.

To be prompt, considerate and gracious in all contacts with those whom we seek to serve.

To recondition every garment so that the customer will know that it can be worn with pride and confidence.

and created

By setting up a separate procedure to handle each BLUE RIBBON ITEM from the time it reaches our hands until it is returned.

By selecting a special group to process the service on the basis of experience, pride in, and loyalty to our Company.

By having special requests and unusual conditions handled by either our Office Manager or Plant Manager.

By insisting, through close supervision of every operation, that each detail of our WRITTEN production plan be carried out.

By the use of the best available packaging materials.

By the use of our Plant Manager or a Company executive to inspect each individual item before delivery.

By scheduling our operation to permit reasonably quick service and to guarantee delivery when promised.

in a manner

That we can be so confident of results that we will unconditionally guarantee the BLUE RIBBON SERVICE. The service must be completely satisfactory to our customer or all service charges will be refunded.

BIG BLUE RIBBON is printed in center of folder; words italicized here are printed in blue

NEW DRIVE-IN plant features Blue Ribbon Service in distinguished sign over main entrance

Eaton's TRISOL

Oily-Type Prespotter

★ *Safe . . .*
On Fabrics and Colors

★ *Soluble . . .*
In All Dry Solvents

★ *Effective . . .*
On Salad Oils, Paint, Tar, and Grease Stains

★ *Economical . . .*
When used straight or diluted 1 part TRISOL with 2 parts ECCOFORM

Products of Absolute Integrity

Established in the year 1838

Distributors Everywhere

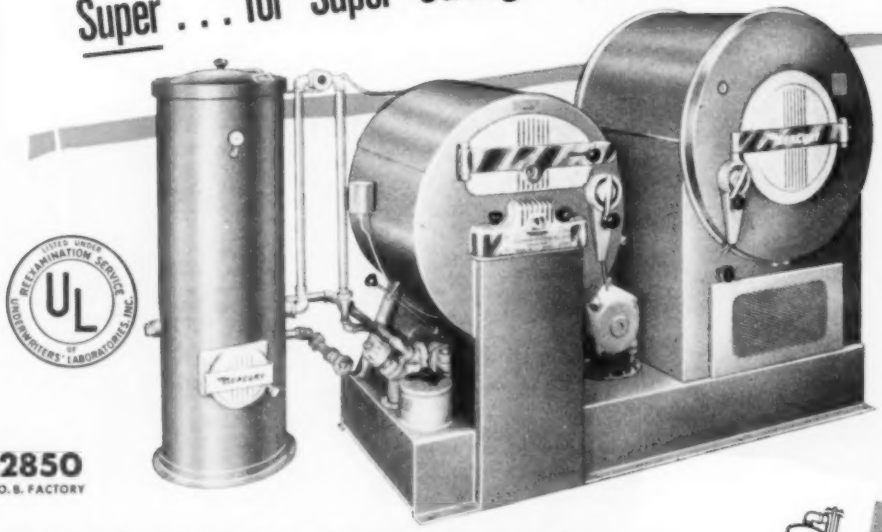
EATON CHEMICAL AND DYESTUFF COMPANY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

IDEAL FOR SSS: saves 2 transfers of fabrics . . .

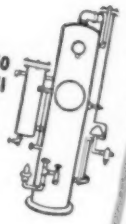
The Magic Cycle "COMBINATION WASH-EXTRACT"

Super . . . for Super Strong Soap Solution



$2850
F. O. B. FACTORY

The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.



Mercury 50 G.P.H. Still (optional at added cost)

1. U/L approved for your protection
2. Designed for $1000.00 weekly volume
3. Uses safe, low cost 140° F. solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. Cleans and extracts in the same cylinder
8. Requires small floor space
9. Experienced help *not* needed to operate
10. Combination washer-extractor saves time, saves solvent

For using Stoddard solvent, the Mercury Unit can be furnished with explosion-proof motors and switches.

DRY CLEAN WITH DRY HANDS
MERCURY

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BLVD. • DEPT. 18 • CHICAGO 6, ILL. • TELEPHONE ANdover 3-5420

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Have **YOU** tried

THE REVOLUTIONARY

NATIONAL CHARGE SOAP?

NATIONAL
N. C. S.
CHARGE SOAP

THE IDEAL SYSTEM for SUMMER CLEANING

N.C.S. greatly reduces the wash jobs on slacks, shirts and other summer garments. Its freedom from soil redeposition and graying produces clear, sparkling whites. No profit-eating re-runs, no customer complaints. N.C.S. produces no fatty acids in the solvent . . . your cleaning is odor-free! N.C.S. gives you the edge on top grade cleaning that means repeat customers on profitable, hot-weather business.

THE ONLY CHARGE SOAP WITH ALL THESE BENEFITS!

- **SIMPLEST CLEANING PROCEDURE**
  N.C.S. offers a very simple method of maintaining a uniformly charged solvent
- **INCREASES SOLVENT CONDUCTIVITY 500 TIMES**
  This remarkably high conductivity eliminates soil redeposition and graying
- **COMPLETE NEUTRALITY**
  N.C.S. is stable—will not impart acidity to solvent. This is of prime importance for odorless summer cleaning
- **A NEW STANDARD OF DRY-CLEANING QUALITY**
  N.C.S. outperforms all conventional soaps
- **SIMPLEST TEST KIT ON THE MARKET**
  N.C.S. TEST KIT enables operator to accurately determine concentration of charge in a few seconds
- **MAY BE USED WITH SWEETENER**
  Removal of N.C.S. by sweetener is comparatively small

Get this amazing ($5.00 value) TEST KIT FREE with your initial order of N.C.S.

instantly tells

- exact charge concentration of solvent
- exactly how much N.C.S. to add for full charge
- overcharged solvent condition

Use N.C.S. with amazing DIRECT UNIT EXTRACTION time and money saving method. Ask for FREE D.U.E. folder

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 W. LAKE STREET • CHICAGO 12, ILLINOIS

SEND US ☐ FREE National Charge Soap MANUAL
☐ FREE D.U.E. FOLDER

Firm Name _____

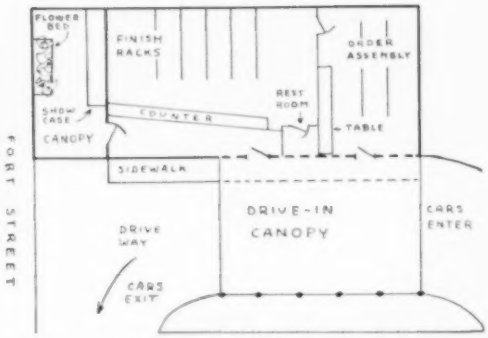
Address _____

City _____ Zone ____ State _____

Signed By _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

MAIN STREET is on left, side street extends to photographer's right



18-FOOT DRIVEWAY can accommodate four cars under the canopy, two abreast. Pavement has painted line to guide cars

Victoria Discovers the Drive-in

Added "service" for six-year-old Canadian plant soon pays its way

IN SIX MONTHS a new drive-in store for Individual Dry Cleaners of Victoria, British Columbia, has pulled a volume well above its break-even point. Staffed by two full-time girls, plus a girl from the plant for the morning rush, plus two high school girls during the evening rush hour, it should have one more full-time employee by the time this account appears in print.

Reported the first drive-in in western Canada, it is the fourth branch office for the company, which was established in 1946 by Harry Carter and his three sons, Gerry, Don and Gordon. The last has charge of the stores, including the latest addition. The original crew of five (including the four partners) has since grown to 45.

Picturesque Victoria suffers from traffic congestion as much as any of her American sisters. Therefore, the city planning commission actually expressed delight at plans to alleviate parking problems by setting a drive-in on a main street corner, five blocks from the center of town.

At a cost of $20,000 the company was able to erect a tidy, modern 50-foot building of concrete, concrete brick and redwood paneling. At one end there is even a canopied pedestrian entry featuring a flower bed. This in time could be closed in to provide an additional 12 feet to the building.

Customers are serviced by carhops dressed in brown gabardine slacks and sand-colored satin jackets. If there are two people in the car, the carhop approaches from the right side of the car. If the driver is alone, the carhop goes around to the outside. In the latter case, if she needs information about garments or a service, she can use an intercommunication unit placed on one of the steel columns. Thus she can call for one customer's order to the girl inside, then move over to another car, while the first order is coming off the ready racks inside.

The girls write down the name and address in the customer's presence, then fill out and price the invoice when they are marking in the order during slack spells. The carhops wear coin changers on their belts and make their own change. Prices are based on $1.20 cash-and-carry, $1.25 call-and-delivered. This is a high price for Victoria.

TRANSOMS over windows are occupied by posters selling various services

CLIPBOARD holds invoice books. Book with "L" is for shirt service

Individual Dry Cleaners provides a quality of dry-cleaning that appears to be highly appreciated by its customers. In addition, a lot of its success is due to the provision of same-day service when nothing could be obtained in less than a week elsewhere.

The plant adheres to an "in by 11, out by 5" policy for branch stores and plant store alike. All of the branches, including the drive-in, are serviced eight times daily by the store driver. # #

Blue Label **DARCO DC**
Once a Day **EVERY DAY**

BLUE LABEL Darco DC has no equal for removing troublesome colors from your solvent . . . Stoddard or synthetic. Much smaller doses of Darco DC remove a lot more color than any other filter powder. Moreover, Darco DC makes a clean sweep of *all* troublemakers that foul your solvents—colors, odors, fatty acids!

Start the day with Darco DC in your filter and you'll have crystal clear solvent all day long . . . a bigger output of better work.

See your Darco distributor *now*. And write for the Blue Label Darco DC instruction card.

DARCO

DARCO DEPARTMENT
ATLAS POWDER COMPANY
Darco General Sales Offices
60 EAST 42ND STREET, NEW YORK 17, N. Y.
ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

REALIZED DREAM is new plant of College Cleaners at Edinburg, Texas. Note all-glass front, drape-type toothpick window blinds. Louvers above store plant partition wall can be seen just under window top

Li'l Ol' Dream Plant

Former maintenance man builds own plant the way he always wanted it

FOR FIVE YEARS Paul Napier had been dreaming up a model plant. He had been in the drycleaning business all his adult life, the last five years as a drycleaning maintenance engineer in the Texas "Valley." Through those years he planned on paper every step in the construction of his own plant from the landscaped front to the boiler-room floor.

In 1950 Mr. Napier found a man who would build the plant he wanted, in the exact location he had selected, and have all the fixtures made to specifications. He gave up his work as maintenance engineer and moved to Edinburg, Texas, to supervise construction of the new home for his College Cleaners. On December 15 the plant was opened for business.

The building, 25 by 80 feet, has an all-plate-glass front, with a 1-inch plate-glass door. Austin baked stone is used for the trim. The front angles back from the door to give a shrubbery bed 6 inches wide at the door and 36 inches wide at the right end.

"This is the reverse of the conventional welcome-in type of angled front," Mr. Napier says. "I think that the door should stand out there to say 'Come In' and the glass front angle back away from the door to give entrance emphasis."

To strengthen the point of entrance, the bed is laid out with small shrubs by the door and progressively larger ones along the front, with the last window almost covered by a big palm.

Window and door frames and a canopy which extends the width of the building front are of satin-finish aluminum. The College Cleaners sign above the canopy has a black base with 12-inch box letters, silhouetted with indirect lighting. A parking lot at the side will accommodate 20 cars and there is parking space at front for three or four cars.

The walls and ceiling of the store are of pastel

(Continued on page 64)

SIDE DOOR from store leads to paved parking lot. Counter front slants in to give room for shrubbery bed at bottom. Baseboard edging bed is enameled steel; serves as footrest for customers

Tests Show SNOW'S

Laundry and Dry Cleaning Co.
Valdosta, Ga.

"operators themselves prefer *Hoffman* presses for very good reasons"

Mr. Hugo Maddux, winner of Third Prize in our "Here's Why I Bought" contest

Seven years ago, the Snow's plant at Valdosta had four presses—only two of them Hoffman. "Very soon," Mr. Maddux found, "the Hoffman operators were producing more work, of a consistently better quality."

So they switched operators. Still the Hoffman machines produced more work and better results. A check of the pressers, all on piece work, revealed that they preferred the Hoffman's (for the reasons given below). Finally, after discovery that their maintenance with Hoffman had cost far less, Snow's standardized with new Model X machines.

"MEANS MORE DOLLARS RINGING THE CASH REGISTER"

Ask Your Hoffman Representative

- less operator fatigue—better balanced, less physical effort to operate.
- more quality pieces per hour—because Hoffman's vacuum positively dries the garment.
- no touch-ups or go-backs—garment properly dried, holds press well.
- more productive—no lost time for pressure adjustments or shut-downs for repairs.
- improved earnings—higher piece production with less effort.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

Contact your distributor today for DOW's sales aids ...

sales manual program

designed to help you build a bigger and better business!

window decals

In the dry cleaning business, profit is based on dependable, quality service that develops steady customers and efficient economical business operation. Dow sales aids provide you with the "know how" to help you improve these important business elements!

Dow's Sales Manual Program, "Spot News," literature and decals are all designed to help you give better service to your customers, increase your business and raise your profits.

For more information about these services and Dow's synthetic solvents, contact your Dow distributor today.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

informative literature

"SPOT NEWS"
a bi-monthly publication

Use Dow Solvents—**Dow-PER** • DOWCLENE • CARBON TETRACHLORIDE and DOWFUME V for fumigation

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Clean Filters Faster, Easier...
with Butler Air Cleanout*

No sloppy sludge . . . no slippery floors . . . no more time and labor wasted in removing messy, smelly muck from your filter. Air Cleanout feature of Butler Big Flo** Filters provides the safe, modern way to handle filter muck . . . the easiest, fastest, most pleasant way.

Take the muss and fuss out of filter cleaning and keep your whole plant cleaner, easier . . . own a Butler Filter with Air Cleanout.

SAVE MONEY, TOO
...Save as much as $400 a year on solvent costs. Butler Air Cleanout recovers more solvent from the muck bed... prevents costly losses from solvent thrown away with undried muck. It's money worth saving . . . and you can save it with Butler Air Cleanout.

*Patent No. 2,301,803
**Trade Mark

See Your Butler Sales Representative, or Write . . .

BUTLER STEEL PRODUCTS

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING-WASHERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

UPSIDE-DOWN ASSEMBLY WHEEL is hung from ceiling I-beam

FINAL INSPECTION before bagging is given every garment. Bags, pocket inserts and newspaper ads state every garment leaving plant is ready to wear. Even labels are tacked down

MAINTENANCE ENGINEER Paul Napier designed his own cleaning plant

(Continued from page 60)

green, the floor is inlaid rubber tile. Ceiling lights are slim-line 72-inch tubes in room-length ribbons, one ribbon mounted behind the window front to light the outside shrub bed.

A side door from the store opens to the parking lot, and another door leads through to the finishing room. The partition between store and plant runs up for 7 feet with 14-inch louvers running from the top to the ceiling. These have a ventilating advantage as well as adding to the appearance of the store.

One of the first novelties that strikes you when you enter the finishing room is the upside-down assembly wheel. Mr. Napier took his new wheel, cut off the stand, threaded the 2-inch pipe it stood on, drilled $^{3}/_{16}$-inch holes in each of the four base pieces, and with $^{5}/_{16}$-inch lag screws, 6 inches long, bolted the inverted base to the 3-by-12-inch ceiling "I" beams.

Mr. Napier had made this conversion for a number of Valley cleaners. He believes a hanging wheel is more convenient for the sorter, and gives a good deal of extra floor space. It is much easier, too, to keep the floor clean under a hanging wheel. Besides, it is easier and quicker to drill holes in wood than in concrete.

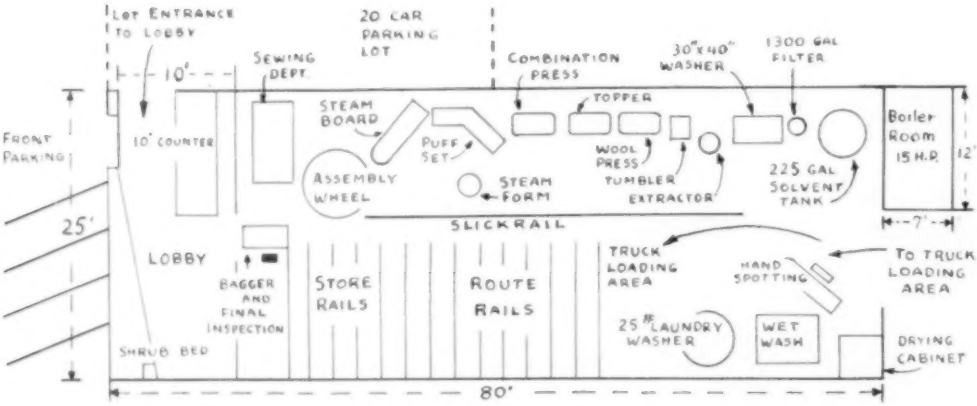
A 40-foot slickrail runs from the extractor, past the finishing line to the sorting wheel. The rail is of round $^{9}/_{16}$-inch-diameter cold rolled steel, welded in sections with a smooth weld and then sanded and polished. This type of rail, according to Mr. Napier, offers much less friction resistance than a strap-iron rail. It does not have to be soaped or waxed, and five hanging garments can be pushed along it with less effort than one garment on a strap-type rail.

In the finishing department all equipment is set out 24 inches from the wall. All pipes are up off the floor and out from the wall so that the area behind them can be easily cleaned.

The plant, including one route, is operated with seven people: a routeman, a checker who handles the counter, a sewing girl who doubles on silks, a cleaner and spotter (Mr. Napier handles this), a part-time utility man, a silk finisher and a wool finisher.

Volume started off at around $400 per week and ran up to $700 the fifth week. It has been showing a slow but steady increase since.

"We can handle a volume of $1,200," Mr. Napier says, "with our present staff. We hope to reach it this summer." # #



SHELL-SOL

Dry Cleaning Solvent

Approved and listed by

the National Institute of Cleaning and Dyeing

LISTED WITH UNDERWRITERS RE-EXAMINATION SERVICE

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, N. Y.
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

SHELL®

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FRAMED BUS CARD is also displayed at plant store. This type, owner Ralph Dalton says, builds goodwill, impresses firm name on bus riders

How To Make Bus Cards Pay

Methods of experienced user for getting direct results as well as goodwill value

ORDINARY BUS CARDS have little direct advertising value, according to Ralph Dalton of Dalton Cleaners in Paducah, Kentucky. You have to know how to use them to get results.

Mr. Dalton has been experimenting with bus-card advertising for a good many years, and has come to definite conclusions about making the most of this medium. In the first place, he says, you get the best results from a card with at least four colors.

Also, the card must have a picture which strikes a chord for the average housewife. He doesn't believe men pay as much attention to bus cards as women do. Most women who ride the bus don't get away from home often. It is an event for them, and they take in all they see.

Another point Mr. Dalton makes is that the bus riders see beautiful, high-cost cards put out by big national advertisers. The local merchant's card must compete with this field.

"When my card," Mr. Dalton says, "stands up along with the cards put in the bus by big-name concerns, the housewife I am trying to reach associates my service with the good quality she has learned to associate with names like Westinghouse or General Foods."

But so far, all you have is goodwill or name advertising. The next job is to bring in some direct business through the cards.

For this purpose Mr. Dalton uses special service cards. These, also, are printed in four colors and the picture must arouse a response for the one service they are promoting. Each spring, for example, Mr. Dalton conducts a drive to sell his water-repellent service, which he calls Re-Size.

"On a lightweight spring suit," he says, "a moderate water-repellent treatment works wonders. It gives the material more body, makes it hold a press longer, and the customers like it. They wouldn't think of bringing us their suits and dresses to rainproof but they *pour* in with garments to be Re-Sized."

In addition to bus cards telling about the Re-Size service, Mr. Dalton displays framed cards in his plant store. And his counter girls suggest the Re-Size service to anyone coming in who doesn't ask for it. After the bus cards have been up two weeks, a third of the customers coming in will mention the Re-Size service, or ask for it before the counter girls make the suggestion.

The same method has been tried in selling zipper repair and a special fluffed drycleaned blanket with a de luxe cellophane package—and with the same results.

Dalton Cleaners uses cards in 28 buses. Two framed cards, the same as those in the buses, are kept in the plant store. The goodwill or name-type cards are changed three times a year but it's always the same type of card. The special service cards go up whenever the plant wants to push a special service. They are used for from 30 to 60 days, depending on the service being promoted.

The cost of the regular cards in 28 buses runs to $13.50 per month. The special service cards cost about double this amount. The cards are 15 by 24 inches, a size which makes an attractive store-counter poster when framed. ▪ ▪

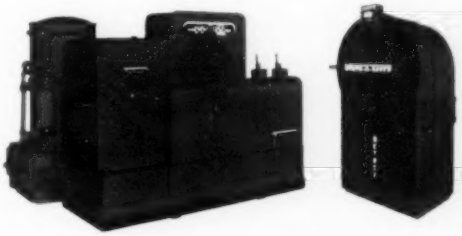
"Where do I fit in?"

Where do you fit in? . . . Mister, if you're interested in making money – interested in building a really profitable drycleaning business, you fit Detrex equipment to a "T". Here are the facts:

Detrex equipment has been engineered to provide *you* with many honest-to-goodness competitive advantages. Detrex production speed—a load of clothes every fifteen minutes—permits you to steal the show on fast deliveries. Clothes are brighter, fluffier, newer-looking, too . . . and there are sound reasons why. You see, from interior design of the basket that intensifies cleaning action to its actual size and shape, every detail is the result of painstaking research for cleaning superiority. Add to this the highest rate of filtration and distillation and you have a formula for quality that is unsurpassed.

And talk about flexibility . . . Detrex two-unit principle permits installation convenient to virtually any working areas or conditions. You won't have to rebuild the building around Detrex equipment.

Briefly, that's the picture . . . Just a few of the reasons that the Detrex Process is a business builder in almost every case. That's where you fit in! DETREX CORPORATION, Box 501, Detroit 32, Michigan.



DETREX *The Process that Shaped the Industry*

Synthetic DRYCLEANING News
PUBLISHED BY
DETREX CORP., DETROIT 32, MICH.

3-TIME WINNER

SHOP:	Quality Drycleaners.
ADDRESS:	1011 Woodside, Essexville, Michigan.
LOCATION:	On main street of Essexville, suburb of Bay City. Essexville has 3100 population. Middle class income neighborhood.
PROPRIETOR:	Walter and Florence Ruff.
EQUIPMENT:	Detrex Monarch & Synth-O-Saver.
WHY BOUGHT:	Three previous successful operations with Detrex.
TYPE OF OPERATION:	Normal orders in two days—three-hour service when needed at no extra charge. Free pick-up and delivery—two panel trucks. 8 to 6, Monday through Saturday. Promotion: Full page newspaper ad announced opening and carried an invitation to open house. Continuing program of similar newspaper ads is complemented by spot ads between features in local theater. Invitation to inspect premises in all promotions.
INSTALLED:	September 5, 1951.
TURNOVER:	In six months, business has grown to ten employees and requires two trucks. First five months in business equals nine-month volume from large plant during war.
BACKGROUND:	Has worked at all jobs during twenty-eight years in the drycleaning business. First operated his own business in rented plant in Toledo, Ohio. Then opened his own plant in Bay City which he sold after four years due to ill health. Both these operations were very successful and both had Detrex equipment.
QUOTATIONS:	"Our business is built on quality drycleaning in every detail. This is our third successful drycleaning business using the Detrex process and we wouldn't consider any other equipment. Detrex cleaning quality has always been the backbone of our reputation. In addition, Detrex equipment is built so well that we rarely ever require service and then only for normal maintenance. Our previous plant has turned out literally hundreds of thousands of dollars of business on the original Detrex equipment bought over six years ago and service expense is still next to zero."

Synthia Says:

You're selling cleaning service and therefore everything about your organization and your store should look like it. A clean, bright orderly store just naturally builds confidence in the customer's mind about the quality and efficiency of your service.

Just picture a store where incoming garments, dirty ones mind you, are piled in plain sight, or one with day tags strewn all over the floor, or one with dirty walls and floor. As a customer, would you put your confidence in the drycleaning service to be had there? Well, I certainly wouldn't and I don't know many that would.

Every really successful drycleaner has made an issue of keeping the premises ship-shape at all times. As one of these men pointed out, "Not only is it in keeping with a cleaning service, but an orderly store with a neat, bright person behind the counter gives the customers a good impression of our working efficiency . . . they don't worry about a garment becoming lost or damaged."

Another good idea is to post a standing invitation to inspect the working end of the business. I know many drycleaners who do this and it's surprising how many customers are interested. But whether they actually look or not, it must stand to reason that you are proud of the condition of your shop.

Take a look around your store from a customer's point of view. Does it build confidence?

Fires Cost Two Percent of Sales

Loss to drycleaners last year totaled $2,650,000

by P. C. HENSLER

Fire Protection Institute

IN A RECENT MONTH ALONE a Niagara Falls cleaning plant was destroyed in a $20,000 blaze and a Baldwyn, Mississippi, plant lost $50,000 in a similar fire. The high cost of fire to cleaning plant owners suggests there's no better time than now to crack down on existing fire hazards and to provide adequate protection in the form of approved fire-control equipment such as extinguishers or chemical extinguishing systems.

Lint, more than any other single factor, is the fast-burning fuse that turns a little flame into a raging inferno in a few seconds. Low-flowing solvent fumes snaking along the floor below nostril level possibly are equaled by greasy floors and equipment, or by trash heaps and cluttered papers.

The fire hazards common to the drycleaning business wouldn't be half so hazardous, if the plants themselves weren't maintained like tinderboxes in quite so many instances. All those factors listed above are not necessarily causes of fires. They are all fuel for fires!

Forestry teams plough "firebreaks" over mountain timberland so forest fires can be contained. Good housekeeping in the drycleaning plant does the same thing —localizes a fire until it can be dealt with.

Fuel vs. Sparks

There is a great difference between fuel that supports a fire, and the circumstance that causes it. Nearly two-thirds of the causes of fires in drycleaning plants are peculiar to the drycleaning business. A little more than a quarter of the causes could have happened in any business. Nine percent of the fires started from causes unknown. The last might be distributed in the same ratio as the known causes. This would make the original ratio two-thirds specialized causes and one-third common causes.

Here is how the breakdown looks:

Causes special to drycleaning

Cleaning equipment	27%
Tumblers and driers	26
Finishing equipment	3
Solvents and chemicals in open containers	2
Boilers, heaters, compressors	2
Miscellaneous special causes	3
Total	63%

Common causes

Heating defects	10%
Smoking	7
Misuse of electricity	4
Incendiary (firebugs)	2
Spontaneous combustion	2
Children playing	1
Hazards during repairs	1
Miscellaneous common causes	1
Total	28%

Unknown 9%

Electricity you use for running tumblers, washers and other motorized equipment, as well as for lighting, starts 12 percent of the cleaning plant fires (4 percent under common causes, 8 percent in connection with special cleaning equipment). This can only be eliminated by regular careful inspection of all electrical motors, circuits, extension cords and fixtures—and **prompt correction of faulty conditions.** Encourage employees to report trouble spots—and **make necessary repairs immediately upon discovery!**

Are steam irons equipped with pilot lights that work? Is the master switch pulled each night, or each unit checked to be sure the juice is off? Is someone delegated to check regularly, and to assign responsibility if he or she is absent?

Tumblers, so vital to the cleaning process, cause many fires in the cleaning field. Fires in drying tumblers are also caused by static (either metal or friction), matches in clothing and miscellaneous other reasons. Grounding wires ought to be checked often to see they aren't broken, loose or over-corroded.

Be sure that goods recently taken from tumblers are spread out or hung before being left for the night. **Spontaneous combustion in recently tumbled goods is a common fire cause.** See to it that every tumbler is unloaded before you leave at night. The practice of finishing drying on a "cool" tumbler has done much to reduce this hazard.

Flammable liquids that you *must* keep on hand can be stored in covered metal containers when not in use. See to it that your employees are fully acquainted with the hazards involved in the careless handling of such liquids.

Forty-three percent of all businesses seriously damaged by fire *never* resume operations. Of the little more than half that do get back on their feet, 28 percent fail within three years.

It is not unusual to find spotting tables scorched by cigarettes placed too close to the bottles. To call this "careless" is rank understatement. The wise operator will prohibit smoking in such "risk" areas and station approved extinguishers near spotting tables for use in case of emergency.

A clean place seldom burns, as suggested above. Don't confine good housekeeping to the main floor of

(Continued on page 114)

ASSOCIATION NOTES

Ayers Addresses Rug Group: At a meeting of the Washington (D. C.) Floor Covering Club, held on May 27, about 100 persons heard R. L. Ayers, president of the National Institute of Rug Cleaning, call for closer cooperation between rug cleaners and retailers. He said it was particularly essential in settling complaints.

Mr. Ayers also extended an invitation, which was accepted, for those present to visit the NIRC pilot plant and laboratories at Silver Spring. He explained the work of the Institute in testing programs carried out for manufacturers, and described the increasing interest which the rug makers are taking in rug cleaning.

Another point made by the speaker was the important part the rug cleaning industry can play in increasing future carpet sales, by selling reconditioned used carpeting and thus encouraging the sale of new floor coverings.

z z

Local Elections: At the annual meeting of the Laundry-Dry Cleaning Association of the **District of Columbia**, held on May 1, the following officers were elected: President, S. E. Harper, Jr., Banner Laundry, Alexandria, Va.; vice president, E. R. Jacobsen, Jr., Sterling Laundry, Washington; executive secretary and treasurer, Wilmer H. Balderson; assistant treasurer, V. W. Potter, West End Laundry, Washington.

At the annual convention of the **Florida** Institute of Laundering and Cleaning, held the middle of May at Daytona Beach, H. F. Milton of Jacksonville was elected president to succeed John H. Monahan of Fort Lauderdale. The new vice president is Frank Prather of Fort Myers. About 230 delegates attended the 3-day meeting.

New officers of the **Scottsbluff County (Nebraska)** Dry Cleaners Association are: Ellis McCubbin, Scottsbluff, president; Russell McHale, Lyman, vice president; Stan Bleischmidt, Mitchell, reelected secretary-treasurer. Carroll Phagon, Morrill, and Evelyn McGuffin, Scottsbluff, were chosen directors, and Heber Stone of Gering is a director and program chairman.

At the April meeting of the **South Texas** Cleaners & Dyers Association, new officers were chosen for 1952. They are: president, J. A. Smith, reelected; vice president, Charles G. Krumboltz; secretary, Mrs. Harold Hailey; treasurer, Jerry Wachob, reelected, and sergeant-at-arms, Jack Gruen.

Directors are: C. L. Bowie, Ray Denison, Harold Hailey, L. J. Lindsey, W. R. Morgan, W. A. Robinson, J. M. Watson, C. O. Whitcher and Bud Worthington.

At a recent meeting of the **Houston (Texas)** Launderers and Cleaners Exchange, Floyd B. Thorn, owner of Pearl Laundry and Dry Cleaning Co., was installed as president for the coming year.

The **Salt Lake** (Utah) Cleaners and Launderers Association recently elected new officers for 1952. They are: George Vern Scheller, Salt Lake Cleaning and Dyeing Company, president; Edgar W. Hansen, Whitehouse Cleaners and Hatters, vice president, and Mrs. Helen Owen, secretary-treasurer. Named to the board of directors were Ray Showell, retiring president; George Bollschweiler, Delbert E. Boyd, A. W. Carter and Charles W. Romney.

z z

New Jerseyites Relax: The big event each year for the drycleaners of northern New Jersey is the annual weekend outing of the Wholesale Cleaners and Dyers As-

NEW JERSEY drycleaners and their families scattered over the resort area, but enough were brought together to take this picture

Does Warm Weather Mean Wetcleaning Headaches to You?

Your Answer is the DRI-SHEEN PROCESS!

DRI-SHEEN

Super Detergent

+

400

Food for Fabrics

The Team Terrific!

Adco Research has developed in the Dri-Sheen Process a *method* of cleaning that gives you maximum results from the small amount of moisture you use—In other words, you actually use no more moisture than in the past, but because of Dri-Sheen's make-up you get the desired results of greater amounts of moisture without any harmful effects of moisture—Because of this, Adco guarantees you less wetcleaning EVEN IN WARM WEATHER.

ADCO HAS AVAILABLE FOR YOU

Hygrometer, with moisture charts for perfect control of humidity and moisture. Easy-to-use Dri-Sheen Test Kits for checking amount of Dri-Sheen charge in your solvent.

WRITE ADCO DIRECT

And we will have one of our engineers demonstrate Dri-Sheen to you in your plant. We guarantee better results than you are now getting or it costs you nothing!!

Dri-Sheen eliminates washing summer dresses

Adco, Inc., Manufacturing Chemists since 1908 St. Louis, Missouri

sociation of New Jersey. This year it was held at the Laurels Country Club at Sackett Lake, Monticello, New York, on May 23-25.

The affair, which is primarily a social outing to enable members and guests to get better acquainted, was open to all drycleaners, laundryowners and allied tradesmen. Aas a consequence nearly 300 persons took advantage of the opportunity to enjoy New York's picturesque vacationland.

President of the association is Bernard Snyder of Superior Cleaners in Newark.

# #

THREE-DAY TOUR of Yellowstone Park starts from Butte after Montana meeting, en route to Idaho. Photo shows some of Montana-Canada delegation, hosts for trip, and guests, speakers at the two conventions

# #

New Local Group: The newly organized Big Spring (Texas) Cleaners Association has a membership of 15 of the 18 plants in the town, it was announced by the president, Jack Turner. Other officers are Harve Clay, vice president; Buddy Martin, secretary-treasurer, and Roy Cornelison, publicity chairman. The group is planning regular monthly meetings with discussions featuring exchange of problems and solutions.

EL PASO GUILD members, from left around table: Charlie Armendariz, City Cleaners; Claude Killian, Manhattan Cleaners; M. M. Wallis, Wallis Cleaners; J. L. Gore, Laun-Dry Supply Co.; W. E. Shutt and Ferd Baltz, Elite Laundry; Lester Simon, Simon's Cleaners; V. A. Guerra, Victor's Cleaners; John Wilson, Vinson Cleaners; George Harvey, El Paso Laundry; R. P. McCroskey, Crystal Cleaners; J. E. Meligan, Acme Laundry

El Paso Guild Campaign: An active campaign to sell drycleaning to the public has been launched by the El Paso (Texas) Dry Cleaners Guild. The campaign includes cooperative newspaper advertising, and sponsorship of an exhibit at the El Paso Home Show. The exhibit graphically explains how a garment is cleaned, spotted and finished, and makes clear the care it gets during its trip through the plant.

Ferd Baltz of Elite Laundry & Cleaners is president of the guild, and Lester Simon of Simon's Cleaners is secretary-treasurer.

# #

Californians Will Exhibit: Nationwide interest in the fair-exhibit plans of the California Drycleaners Association is reported by the group's executive secretary, George M. Shepherd. The group, with cooperation from allied trades firms and textile producers, will exhibit at the San Diego County Fair in Del Mar June 27-July 6; at the California State Fair, Sacramento, August 28-September 7, and at the Los Angeles County Fair, Pomona, September 12-28.

N.I.C.D. NEWS

Cleveland for 1953 Convention: The NICD announces that its 44th annual convention will be held at Cleveland, Ohio, on February 13, 14 and 15, 1953. The Institute has already started to line up top speakers, including members of the industry and well-known personalities outside the industry who will talk on subjects of interest to everyone in the drycleaning field.

As usual, members who wish to combine business with a vacation will find plenty of entertainment features at the convention. Last year's innovation of a grand attendance prize of a new car met with general approval, and the 1953 convention will continue with various prizes.

A large exhibit of equipment and supplies will be held in the Cleveland Public Auditorium. Since the 1952 exhibit was rather limited, NICD expects that drycleaners will be particularly interested to see the 1953 exhibit. In fact, the Institute expects a record-breaking attendance in 1953.

# #

Talk to Textile Students: On May 12 and 13 Dr. J. C. Alexander, assistant director of research at NICD, delivered a series of lectures to students at Lowell Textile Institute. He discussed the qualities required by various types of textiles to be drycleanable.

# #

Latest Technical Bulletins: Technical bulletins published by NICD in May are No. T-281 on "Taffetized Fabrics" and No. T-282, "More About Caramelized Sugar Stains."

The first tells about the "taffetized" finish now being used not only on taffetas but on shantungs and many other materials. It is a stiff, papery finish that may break up during drycleaning, becoming limp and sometimes chalky in appearance. The bulletin gives precautions for handling such materials and tells how they may be restored to the original condition. Bulletin T-281 also describes "An Unserviceable Lustrous Fabric," a silvery material of pure silk. When an attempt is made to remove water-soluble spots, the fabric turns blue.

Bulletin T-282 is the first of several NICD will publish on factors that cause or prevent setting of caramelized sugar stains (formerly referred to as "tannin"). Bulletin T-282 describes the effect of various alkalies on these stains. NICD research has shown that a number of the stories that have been handed down for years concerning "tannin" stains are not true.

HAMMOND *Speed King*

OPEN-END TUMBLER

Cylinder size — 36" x 30" (40-lb. capacity)

Air tight service door fitted with tempered glass window

Automatic lubricating system

No worm gear reducer or flex couplings

Completely enclosed final drive (all moving parts operate in oil bath)

Cylinder carried on Timken Tapered Bearings

Space dimensions — 39" x 42" x 71" height

Shipping Weight — 850 lbs.

Now's the time when consistent operation, minimum maintenance, and uninterrupted service mean more to you than ever before. We only ask you to compare Hammond Open End Tumblers with any other . . . check the outstanding features . . . watch the perfect tumbling action give thorough, uniform drying . . . and better yet, Hammond Open End Tumblers cost you less to buy — less to operate.

Make the comparison and your next tumbler will be a HAMMOND!

SINCE 1911

Hammond

LAUNDRY-CLEANING MACHINERY CO.

WACO, TEXAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

1. LEFTOVER Persian skin from remodel; pattern supplied by milliner

2. LAYOUT OF SKIN, with grotzen split and used for top edge; pieces on bottom

Fur Hat Trim From Leftover

"Quickie" job may be offered as an accommodation with complete remodel

by DAVID G. KAPLAN

AFTER YOU HAVE FINISHED a complete fur remodel job, every so often a customer will ask, "Isn't there enough left over to trim a hat?"

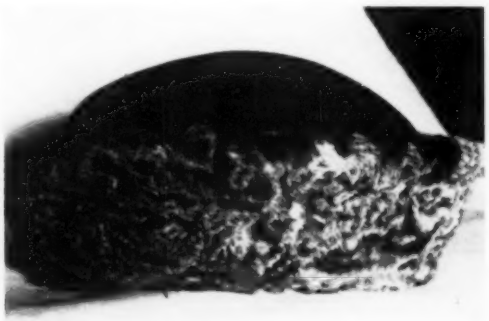
In the case illustrated there was one skin, more or less, left over from a Persian lamb remodel. The customer brought back the milliner's pattern(photo No. 1), which very often is given to the furrier in reverse. It must then be worked on the wrong side of the pattern to bring the hair up as wanted on the right side.

The important part of the fur layout on these hat trims is much the same as in other fur jobs. The prominent part of the pattern in this instance is the larger top edge. The smaller edge bends under the hat and is not seen much, so whatever patching had to be done was placed here. The pelt was therefore split to bring the grotzen of the skin in line with the top edge as needed (see photo No. 2). The zigzags which were in the original piece were utilized in joining the two halves.

Nailing and squaring were routine. The squared fur edge was reinforced with friction tape, then machine-taped all around so that it could be bent in (see photo No. 3). The fur was then turned over to the customer, who gave it to her milliner.

It has been the writer's experience that most of these fur hat-trim jobs are "accommodations" and rarely are such that a charge can be made. Don't spend too much time on them, just being sure to make them large enough so that the edge can be bent in. # #

3. NAILED hat trim, marked for squaring



4. TRIM IN PLACE on finished hat

43 times as much soap

IT'S AMAZING what 43 times as much soap will accomplish. The savings effected by 43 times as much soap are reflected throughout the entire plant.

Work flow is smoother; finishing costs are greatly reduced because of the near elimination of wet-cleaning; and spotting is reduced so greatly that silk spotters may direct their skills to the removal of difficult stains instead of dissipating their energies in the removal of routine food spots.

A 3% *"Super Soap Solution"* of FORMULA 886 provides 43 times as much active ingredient as 1 ounce per pound of a 1-1-1 stock made from the best filter soap. The cost is the same per hundred pounds of fabrics cleaned.

But to enjoy this low cost, and to provide the desired efficiency, the 3% solution must be extracted from the fabrics and salvaged for repeated use, after which the fabrics are rinsed in a separate bath of pure solvent.

In plants equipped with the combination washer-extractor this extracting prior to rinsing in pure solvent may be completed without a single transfer of the fabrics. *See Figure 1.*

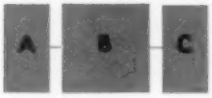
Those plant owners who are eager to observe for themselves just what the two-bath method will produce before investing in a combination unit may use their conventional equipment *as outlined in Figure 2.* Although this requires 3 transfers of fabrics for each batch, the saving in labor in other departments more than compensates for the labor in transferring.

FORMULA 886 is carried in stock for prompt delivery by leading jobbers throughout North America. For counsel on all variations of the Strong Soap Solution look to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

FIGURE 1

Two-bath method for Formula 886 with Combination Washer-Extractor

NO TRANSFER OF FABRICS



A • Filter for 3% solution of Formula 886.
B • Combination Washer-Extractor.
C • Filter for pure rinse solvent.

Procedure

1 • Clean fabrics on continuous in A & B.
2 • Transfer 3% solution from B to soap storage tank and extract the SSS into same tank.
3 • Fill B with pure solvent and rinse on continuous through C.
4 • Transfer rinse solvent from B to rinse storage tank and extract rinse solvent into same tank.

FIGURE 2

Two-bath method for Formula 886 with Conventional Equipment

3 TRANSFERS OF FABRICS

A • Filter for 3% solution of Formula 886.
B • Washer for 3% solution of Formula 886.
C • Extractor.
D • Washer for pure rinse solvent.
E • Filter for pure rinse solvent.

Procedure

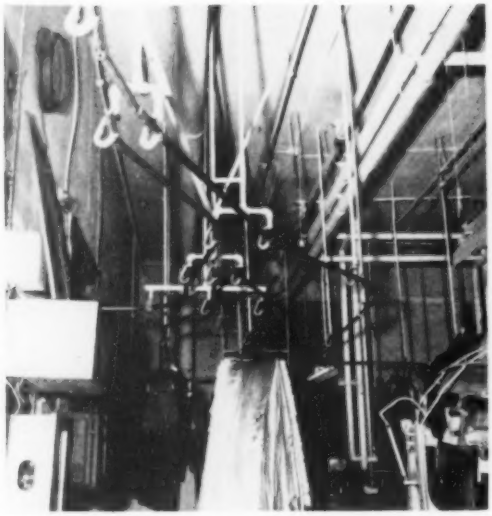
1 • Clean fabrics on continuous in A & B.
2 • Extract in C and return soap extractings to B.
3 • Transfer fabrics for pure rinse in D & E.
4 • Extract rinse solvent in C.

Write for free copy of treatise titled "THE COMBINATION WASHER-EXTRACTOR. Its influence on the Strong Soap Solution."

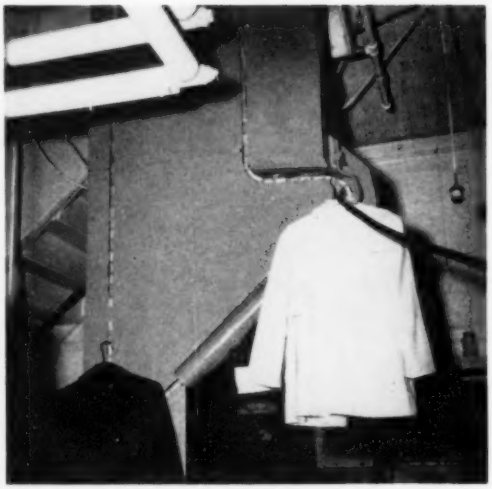
Copyright 1952 R. R. Street & Co., Inc. SBBe 21

Paid Advertisement •

When writing to advertisers please mention The NATIONAL CLEANER & DYER



FIRST STEP on path to upstairs storage is switch point in speedrail along wall at left. Incoming drapes on storage line



CONVEYOR AT MAIN-FLOOR level. Dark coat at left starting up; white coat at right coming down, will drop off to sloping slickrail. Note curved metal shield along lower edge of conveyor to prevent hooks from snagging garment as it drops on to rail

Second-Story Worker

How chain conveyor carries garments for storage to vault on upper level

by LOU BELLEW

A SECOND-FLOOR STORAGE VAULT presents problems of garment handling that have been neatly solved by Blondie Cleaners & Dyers in the Canadian city of Windsor, Ontario. Owner Art Rivard's solution was a mechanical conveyor designed for simple and safe operation.

Formerly the second story of the plant was used for silk finishing as well as garment storage. The first-floor layout was rearranged to include silk finishing, thus permitting the expansion of storage capacity from 9,000 to 13,000 garments.

Originally the garments and other articles for storage were hoisted up to the second floor, a few at a time, by a rope-and-pulley arrangement. This meant one employee was needed downstairs to hoist them up, and another employee upstairs to remove them.

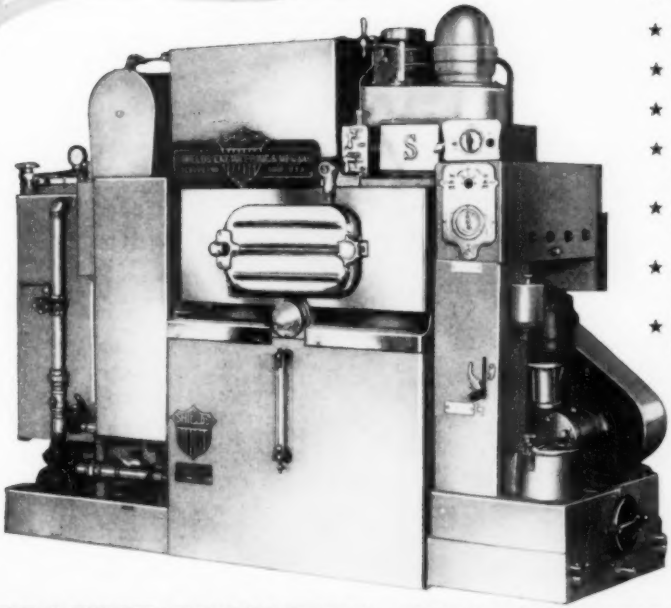
With the new system a motorized chain conveyor lifts the garments and automatically drops them off on to a sloping slickrail at the upper level. From that point they can be slid on a slickrail into the storage vault until there is time to process them.

This procedure is possible because the routemen

AT SECOND FLOOR, fur coat about to drop on to slickrail. Sloping rail end is fitted to face of conveyor so hanger neck slips over pipe as peg drops away on way back to first floor. Descending garments drop off at first floor in same manner. With vault door open, length of pipe leaning against rear wall connects slickrail (holding black coat) with rail inside vault. Guard rail encloses opening in floor (next to stairway) through which conveyor passes. Note conveyor is completely enclosed except for slots through which pegs protrude

be sure...buy SHIELDS

the BEST synthetic DRY CLEANER with recovery



Features

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800-GPH Continuous filtration.
- ★ 40-GPH Independent distillation.
- ★ 2½" dump valve.
- ★ Simplified, easy filter change—Muck taken out dry.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, fool-proof and automatic operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible without dismantling unit.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

GREATEST ECONOMY-OF SPACE, TIME AND LABOR

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING

NO INCREASE IN PRICE!

SHIELDS PERCHLOR UNIT

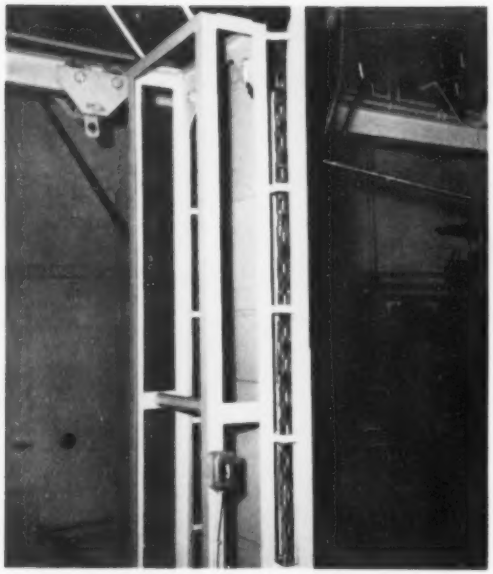
Shields

ESTABLISHED 1915

ENGINEERING AND MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER



SIMPLE ANGLE-IRON FRAME of conveyor, showing link belt and sprocket-like pulley in top corners. To provide slots for pegs on link-belt conveyor, narrow steel straps were welded to sides of frame, holding angle iron in vertical position. Lightweight metal welded to these vertical pieces houses link belt; provides protective metal face for conveyor without need of cutting slots

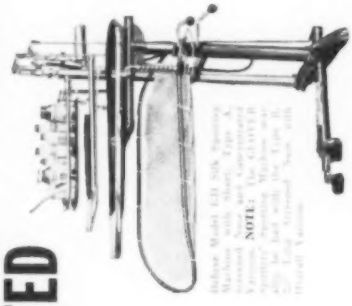
SECOND-STORY WINDOWS of Blondie plant were bricked up for vault. Note signs calling attention to storage service

make out the invoices and identify the garments for the various services at the time of pickup. With items for storage properly identified, the routeman can immediately separate them from the rest of an order and hang them at a point near the conveyor, to be carried to the upper level and out of the way of the drycleaning plant operation.

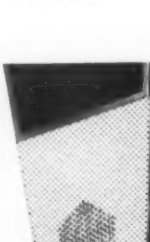
The photographs show the construction and operation of the conveyor which has cut labor requirements and eased handling of Blondie's garment-storage service. ■ ■

The Spotters' Spotting Machine

CONCENTRATED VACUUM for Chemical Steam Spotting



Screened Nose length 7¼ inches (5½ inches at nose, tapering to 6¾ inches). Concentrated 3 inch spot vacuum circle under the screen. Large tamping area 32¾ inches long.



Nose with screen removed to show water drain without clogging—no obstruction in bottom interferes with cleaning.

Wetted Areas Don't Spread . . . Perfect Control Always

Concentrated pulling power makes the spotter master of every situation. Flush away spots with dry solvent or water in a jiffy without sizing rings or spreading.

FEATURES: Model GD

1. Adjustable height spotting and tamping top, steam or air vacuum. 2. Narrower steam spotting nose. 3. Top quickly removed for cleaning by unloosening screw beneath pan. 4. Vacuum arm with extra powerful, concentrated steam or air vacuum. 5. Hot air drying attachment. 6. Simplified Simplex steam spotting and air valves. 7. Longer life valves with stainless steel removable seat easiest to service . . . simply break union, remove, replace disc. 8. New tubular-type separator with extra capacity for inexhaustible moisture supply. 9. New trough-shape garment basket, adjustable height. 10. Handy chemical tray. 11. Choice of three top types. 12. Ventilated plastic-handle steam gun always handy. 13. Vacuum separating chamber prevents harmful chemicals from being carried into vacuum system.

Price only $302.00 F.O.B. K. C., Mo. Specify central air vacuum system or with built-in steam vacuum

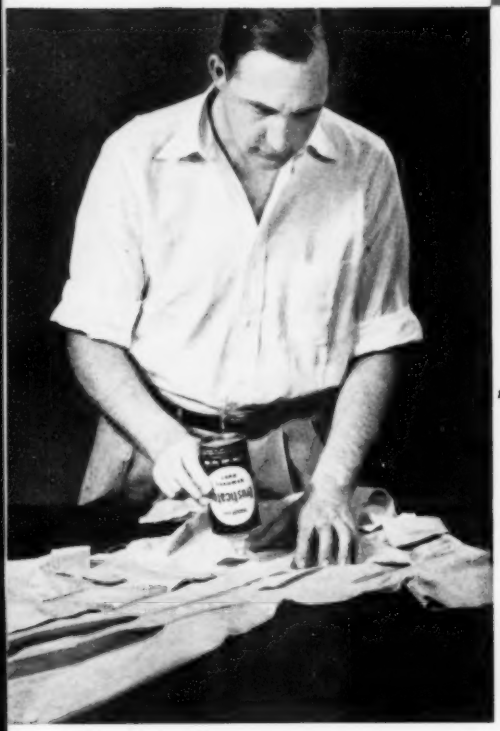
SEE YOUR JOBBER

Bill Glover, Inc

5204 Truman Road Kansas City 1, Mo.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

For faster RUST removal



compare ERUSTICATOR®

with any other SPOTTING COMPOUND

If you're looking for better, *faster* removal of rust stains, you'll find the answer in Erusticator. This amazing spotter—first in the field for over 35 years—contains a patented penetrant which pours *instantaneous* action onto rust spots . . . provides quicker rust-removal than any other leading brand.

What's more, Erusticator is economical—1 drop removes a rust stain faster and more completely than several drops of inferior materials. And Erusticator's handy split-drop applicator assures maximum economy in the hands of your spotters.

Erusticator heads the roster of a Pennsalt team of quality spotting compounds which also includes: Erusto® Oil, Paint & Grease Remover, Erusto Pre-Spotter, Erusto Dry-Spotter, and MIST, a brand new steam spotter for safe removal of water soluble stains.

Erusticator is available through leading distributors throughout the country. Call your nearest one, or write direct to us. Dry Cleaning & Laundry Dept., Pennsylvania Salt Manufacturing Company; *East:* Widener Bldg., Philadelphia 7, Pa. *West:* Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.

Pennsalt Chemicals

Shirt Quality Standards Set

by RALPH B. SMITH

Director, Department of Chemical Engineering
New Jersey Laundry and Cleaning Institute

From a speech at annual convention, Newark, May 15, 1952

SHIRTS ARE AN IMPORTANT and profitable item. The laundry industry has always prided itself on turning out shirts with a finish and quality which could not be duplicated in the home. The number of shirts going out of the home is probably greater than ever, yet the shirt volume of laundries has been declining. At the same time the number of chain stores, drycleaners and tailor shops selling shirt laundering has steadily increased. These outlets wash and finish with standard laundry equipment. The quality of the finished shirts should be comparable to that produced by the family laundries.

This change in customer buying habits prompted the drawing up of the Shirt Quality Rating Schedule and its application in our member laundries in New Jersey. To summarize the results of these shirt inspections, it appeared desirable to have definite facts about the history of shirt volume as compared to other factors entering into total laundry volume. Fortunately, we had available a source of such information.

The New Jersey Laundry and Cleaning Institute for over four years has received detailed monthly reports on current business from a group of its members. The average weekly business and other data pertinent to the present discussion are given in the following table:

Year	Total laundry sales per week	Total pounds per week	Total bundles per week	Total shirts per week	Shirts per dollar	Shirts per pound	Shirts per bundle
1948	$7,620	38,700	3,274	10,460	1.37	0.270	3.20
1949	7,190	35,700	3,108	9,930	1.38	0.278	3.19
1950	7,060	33,300	2,853	9,360	1.32	0.281	3.28
1951	7,140	30,500	2,857	8,780	1.23	0.288	3.07
Percent change from 1948 to 1951	6.3	−21.2	−12.6	−16.0	−10.2	+6.7	−4.0

A committee of representative laundrymen was called together in the early fall of 1951 to study this shirt situation. It was very evident, even at the start of the discussions, that satisfactory shirt quality must depend on adequate standards and on methods of inspection in the individual laundries which would insure their maintenance.

The problem of the committee was, therefore, first, to provide some reasonably simple and reproducible method of measuring shirt quality, and second, to apply this quality yardstick in a sufficient number of plants to determine the present range of shirt quality in the industry.

The first step in setting up a Shirt Quality Rating Schedule was to list the main classifications for like factors entering into shirt quality and then to assign percentage values to them. In turn, these main classifications were broken down into individual items. Each of these was assigned a percentage value, these values totaling 100 percent.

The Rating Schedule, as finally developed after trial tests in laundries, is divided into five main classifications, each subdivided into the various individual items which are covered in a shirt inspection. The Rating Schedule, without an explanation of the individual items, is as follows:

1. Packaging

a. Appearance of package	2%
b. Resistance to crushing	3
c. Proper size of package for number of shirts	4
d. Stacking of shirts in package	1
	10%

2. Starching

a. Fulfilling customers' instructions	8%
b. Types of starching available	2
c. Proper starching	5
	15%

3. Folding and Finishing

a. Shirt band or bag	1%
b. Bosom band	2
c. Firmness of folded shirt	2
d. Collar	14
e. Cuffs	7
f. French cuffs	2
g. Placket and gusset	2
h. Sleeves	6
i. Tail	1
j. Back	2
k. Bosom	4
l. Pockets	2
	45%

4. Repairs

a. Buttons	6%
b. Tears, cuts, etc.	4
	10%

5. Washing

a. Color	10%
b. Stains	10
	20%

(*Continued on page 82*)

MILNOR'S BLUEPRINT FOR PROFITS

SERVICE

ECONOMY

QUALITY

PROFITS

In these days of ever increasing competition, get your laundry into high gear and pull ahead in efficiency, quality and profits. Install the *complete* Milnor System of Individual Washing.

Typical plant layouts, layouts that have proven themselves by actual operation and that are voted "tops" by laundry owners everywhere, are available to you. The MILNOR PLANT LAYOUT SERVICE will show how you can use the Milnor System to speed up the work flow, reduce production costs, avoid claims, get a better quality wash and complete customer satisfaction.

Our engineers, without any obligation to you, will be glad to supply layouts and plans covering your particular needs and will help get your laundry on the road to higher efficiency, better quality and more profits.

SEND FOR FREE CATALOG TODAY

OR WRITE, WIRE OR PHONE

Pellerin MILNOR CORPORATION

Manufacturers of Famous MILNOR Washers and Extractors

8000 EDINBURGH STREET, NEW ORLEANS, LA., GAlvez 5746

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(Continued from page 80)

The inspection for packaging is carried out on packaged shirts in the drivers' bins. The packages are opened and the shirts are handled only enough to determine that they have been packed properly and that the collars have not been broken during packaging. These packages can be again closed and are satisfactory for delivery.

The other items of the inspection are carried out by using 10 business shirts of the regular starch classification which are taken at the shirt units, or from bins and ahead of finished sorting. These shirts are carefully checked with respect to each of the individual items in the schedule. The front and collar are inspected first, then the shirt is opened up. The rating schedule is so arranged that the various items can be checked progressively as the shirt is opened up.

Shirt inspection data from many laundries show very clearly that the appearance of the folded shirt is no criterion of its true quality. It cannot be emphasized too strongly that **it is absolutely necessary to open up the shirts in order to make a proper inspection.** This opening up is not as serious as might at first be assumed since, if it is done carefully, the shirts can be refolded.

How To Score Quality

The committee which drew up the Shirt Quality Rating Schedule felt that when a defect was found in one of the 10 shirts, then one-half the penalty for that item should be deducted; when two or more shirts showed a common defect, then the whole penalty should be deducted. This method of scoring was designed to reflect what is believed to be the customer's reaction to defects which would, to him, detract from a shirt's quality or make it unusable. **When a customer picks up a shirt with a poor collar or a missing button, he does not think of the other shirts in the bundle which may be satisfactory,** but to a large extent thinks of shirt quality in terms of that one shirt.

The specified deduction should be made for all stains found in finished shirts, unless special stain-removal treatments have failed or the appearance of the stain indicates that such failure is almost certain. Paper and tobacco left in shirt pockets may be headaches to the laundryowner, but the presence of such material in the pocket of a finished shirt makes it unusable. Let us always try to remember that the customer wants and expects a clean, properly finished and usable shirt. He cannot be expected to be too much interested in how you obtain that result.

In many plants the inspection of 10 shirts will give sufficient data, but **much more information can be obtained by taking five or more shirts from each unit and rating them separately.** This method brings to light variations in quality due to operator technique or machine defects. These variations can be astonishing. For instance, in one plant the poorest unit scored 75 percent and the best 97 percent; in another, the range was between 73 percent and 98 percent.

Where a laundryowner is interested in improving his shirt quality, an inspection such as we have been discussing can be a revelation and a basis for needed changes in the shirt department.

My shirt inspection work has indicated that the shirt operators respond favorably to the checking of shirt quality and that there has probably been a temporary improvement in quality after such a visit. However, any such **improvement will be gradually lost unless the inspections are repeated at least once a week** by some responsible representative of management. If possible, each shirt unit should be checked separately. Any faults found should be discussed with individual operators and indicated padding or machine adjustments made.

If the rating of each unit is posted, the inspections will introduce a competitive element which should do much to improve quality.

One laundry in New Jersey has an interesting and very effective method of inspecting shirts. A girl from each shirt unit, along with the shirt foreman, rates shirts from every unit once a week. At the end of each month the high unit gets a cash prize. This or any similar method gives the operators a direct interest in shirt quality, and participation in the actual rating provides very effective operator training.

The shirt quality standards, as set up in the rating schedule, are based on machine production methods with no hand touch-up. It was the original feeling of the committee that **quality can be obtained without sacrificing production.** Experience with the program to this date amply bears out this original belief. If you will remember that a fast operator is usually a quality operator, perhaps you will see why, with proper training, good production and quality can go hand-in-hand.

A properly set standard of quality does not call for absolute perfection, but rather reflects the degree of accuracy or perfection which is necessary for the satisfactory end use of an article. We cannot, therefore, expect that every shirt will be completely perfect since that would not be economically feasible, but we can expect a degree of perfection which will give high customer satisfaction.

An analysis of the shirt rating data obtained in 75 New Jersey laundries will give a good idea of what the industry is doing and what it might reasonably be expected to do. The distribution of the ratings is as follows:

Percent Rating	Number of laundries in each range
50-59	5
60-69	14
70-79	28
80-84	10
85-89	14
90-100	4

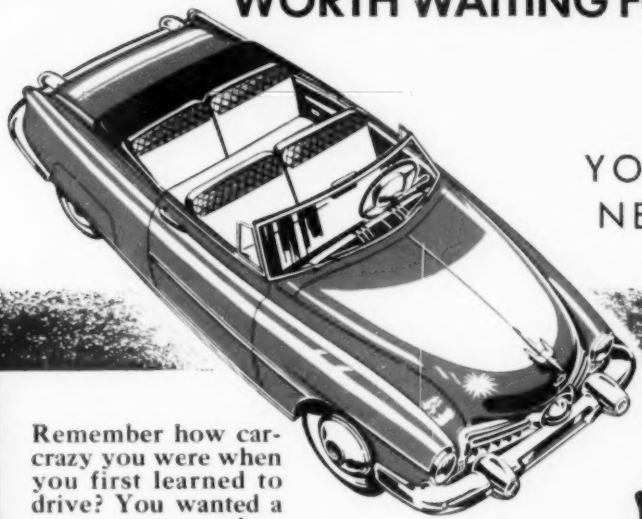
The above table shows that the largest group of laundries has obtained ratings between 70 percent and 79 percent. Unfortunately, the shirts in this percentage range contain too many defects to be considered acceptable.

Shirts which rate between 80 percent and 84 percent may be considered acceptable. Those rating between 85 percent and 89 percent are good, and those rating over 90 percent are excellent.

Those plants with ratings below 70 percent are producing a poor shirt by any standard. For their own good and the good of the industry they should make every effort to raise quality.

We started out in the shirt quality program with the firm belief that good shirts not only attract more shirts but other business as well. We still believe that this is true, but it is difficult to prove because shirt quality is only one of a number of factors which influence business trends and the relationship of shirt volume to total business. Nevertheless, it is worth noting that our Monthly Reporter shirt data show that the **plants with ratings of over 80 percent run ahead of the average for the plants reporting,** both in shirts per pound and shirts per bundle. Several of these plants, in contrast to the general trend of the laundry industry, have shown a remarkably small shrinkage of shirt volume during the past four years. # #

THE BEST THINGS IN LIFE ARE WORTH WAITING FOR



YOUR FINE NEW CAR

Remember how car-crazy you were when you first learned to drive? You wanted a new car more than anything else in the world. It took a lot of time to save up for a down payment, but when at last you slid behind the wheel of *your new car you knew it was worth waiting for.*

While a portion of our facilities are engaged in defense production, Adjusta-Forms are being manufactured to the full extent of available materials. There will be Adjusta-Forms for all who want them, but there may be a slight delay in delivery. When you have installed an Adjusta-Form and have found out how it speeds up production and reduces finishing costs, you will know *it was worth waiting for.*

See your Adjusta-Form jobber for delivery dates!

Adjusta-Form

STEAM-AIR FINISHER

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CALIFORNIA officers, left to right: George H. Lobdell, Garnet C. Bryan, Emile J. Bouchet, George M. Shepherd

Meeting at Santa Barbara

THE PANEL DISCUSSION was one of the liveliest features of the 31st annual convention of the California Drycleaners Association, held May 29, 30 and 31 at Santa Barbara. So many questions were asked that it was decided to allot a longer time to this feature at next year's convention.

After the call to order by President Estle Fenn and a report by George Shepherd, executive secretary, the talks were started by Joe Yockers, state fire marshal, who congratulated the cleaners on improved safety conditions in the industry, largely due to modern equipment. He also pointed out the benefits to the cleaners in substantially reduced property losses and a lower fire insurance rate.

Next, Ken Thomas, editor of *American Drycleaner*, spoke on advertising ideas which have paid off for drycleaners, and stressed the need of training for counter girls and telephone operators. Max L. Feinberg, director of the Export-Import Division of OPS, outlined how a cleaner or a group of cleaners in a certain area should go about making application for a price increase.

John Gray of Adco, Inc., spoke to the delegates on training plant personnel, and Dr. Dorothy S. Lyle, director of consumer relations, NICD, discussed "Consumer Relations for Drycleaners."

W. B. Caplan, Excelsior Machinery Co., showed his company's film on its one-operator silk finishing unit, and also spoke on different phases of silk finishing. L. L. Richardson of Filtrol Corporation took up the fundamentals of proper filter operation.

At the following panel Cecil Miller of Takamine Laboratories acted as moderator. Members of the panel were Dale Hushaw, Amsco, and plantowners John Brittain, Garnet Bryan and Lonie Griner. Subjects discussed included digesters and digester tanks, weighing and classification methods, marking tags, use of tumblers for spotting, and synthetic cleaning. The greatest interest was shown in the report by John Brittain of Park Cleaners, Monterey Park, and Lonie Griner of Griner's Cleaners, Burbank, on the use of the strong soap system in their plants.

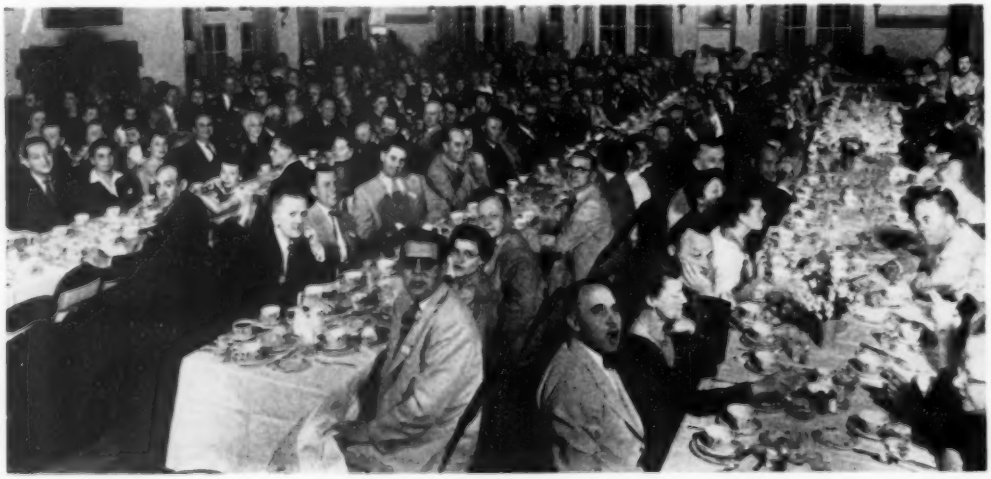
The following officers were elected: Emile J. Bouchet, Oakland, president; Garnet C. Bryan, Pasadena, first vice president; George H. Lobdell, Chico, second vice president, and Mario Duino, San Jose, treasurer. George M. Shepherd was reappointed as executive secretary.

Four directors were reelected: Clay E. Lewis, San Diego; Herman E. Mathis, Berkeley; Jack Kelly, North Hollywood; Clarence A. Miner, Oakland.

The following new directors were elected: R. A. Hoffman, San Diego; Frank Roberts, Eureka; James Freeman, Fresno; E. J. Thomas, San Francisco; Walter Brady, Larkspur; Warren Cochrane, San Francisco; James C. Burkholder, Carmel; Lewis J. Kinney, Inglewood; Al Garrett, Riverside; I. C. Adams, Brawley, and Norvell Bass, Santa Barbara.

Entertainment included a ladies' luncheon, the annual steak barbecue, and the Saturday-evening banquet with entertainment and dancing.

On Friday the NICD alumni luncheon was held, sponsored by Pi Chapter of Los Angeles. Oldsters attending included two graduates of the seventh class and one of the tenth. # #



WE SELL EFFICIENCY

DIGESTIK

The product that cuts your spotting board time in half!

A digestor in stick form that eliminates waste of materials ... waste of time ... and avoids the handling of messy liquids and powders on the spotting board.

Easy and convenient to use, DIGESTIK is the newest sensation in the cleaning industry.

GESTOUT

The new, faster, more soluble powder digestor for use on larger spotted areas where bath method is essential!

* Stays Fresh longer!
* Produces faster action for longer period of time!
* Flushes out completely!
* Less Expensive!

LEMARQUE CHEMICAL CO.

QUALITY PRODUCTS

OF

LEMARQUE CHEMICAL CO.

4316 MAIN STREET • • DALLAS, TEXAS

LUSTRINE

A proved refinishing material that absolutely restores original lustre and sheen to garments for new customer appeal.

After you see the difference ... feel the difference, you'll know the difference in the finished garment when you use LUSTRINE.

The simple, economical trouble-free application during the cleaning cycle provides a uniform finish to every garment ... with results proved by laboratory research.

QUIK-STIK

The triple action* product in stick form for destroying under-arm odors in garments!

*PENETRATION through rapid breakdown of surface tension.

*DETERGENT action that removes local soil and body salts.

*QUIK-STIK destroys the odor ... does not mask or cover it up.

AVAILABLE THROUGH ALL LEADING SUPPLIERS AND JOBBERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEW OFFICERS and directors, left to right, seated: Len Le Roux, Donald Clucas, James Thane. Standing: Bill Templeton, J. A. Thompson, Glen Mitchell, Ralph Sleeter, John Hovland

Annual Diggings at Butte

TWO DAYS PACKED with a well-planned program of talks and top entertainment drew an attendance of over 200 to the convention of the Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming. The meeting was held May 15 and 16 in Butte, Montana.

The business sessions were opened with "An Economic Analysis of the Drycleaning and Laundry Industry" by Father Fogarty of Portland (Oregon) University. His talk was based on the results of a recently completed survey of the two industries in the Portland area.

Dr. Dorothy S. Lyle, director of consumer relations for NICD, used color slides in giving her presentation on "Fabrics and Fashion Predictions."

The proper hot-water and steam-pressure setup for laundries was described by A. W. Mortensen of Bready Engineering Company, using charts developed from a survey of laundries in the Northwest. The session was concluded with the much-traveled exhibit of new fabrics and discussion of the cleaning problems they present, by Paul Jacobsen of the Wallerstein Company.

Friday evening was devoted to an annual attraction of the Montana meetings, a buffet featuring "super" seafood flown in fresh from Seattle.

The next day's program was opened by Martin B. Romeiser of Chicago, president of the AIL, who outlined what it is doing for the laundry industry. He was followed by two convention regulars, Ernie Heidersbach of R. R. Street & Co. Inc., who talked on the strong soap system, and G. W. Boyd, Sanitone Division, Emery Industries, Inc., who told how to help sales personnel do a selling job.

At the following business meeting, the group elected for the coming year: Len Le Roux, Montana Laundry & Cleaners, Butte, Mont., president; Donald Clucas, Greybull Cleaners, Greybull, Wyo., vice president; Bill Howard, Florence Laundry Co., Missoula, Mont., secretary-treasurer; James Thane, Drive-In Cleaners, Missoula, publicity officer.

Five directors were elected: Ralph Sleeter, Havre Laundry and Dry Cleaning Co., Havre, Mont.; Bill Templeton, Templeton's Ltd., Calgary, Alta., Canada; Glen Mitchell, Bitter Root Laundry, Hamilton, Mont.; John Hovland, Rainbow Cleaners, Billings, Mont., and J. A. Thompson, Fashion Cleaners, Libby, Mont.

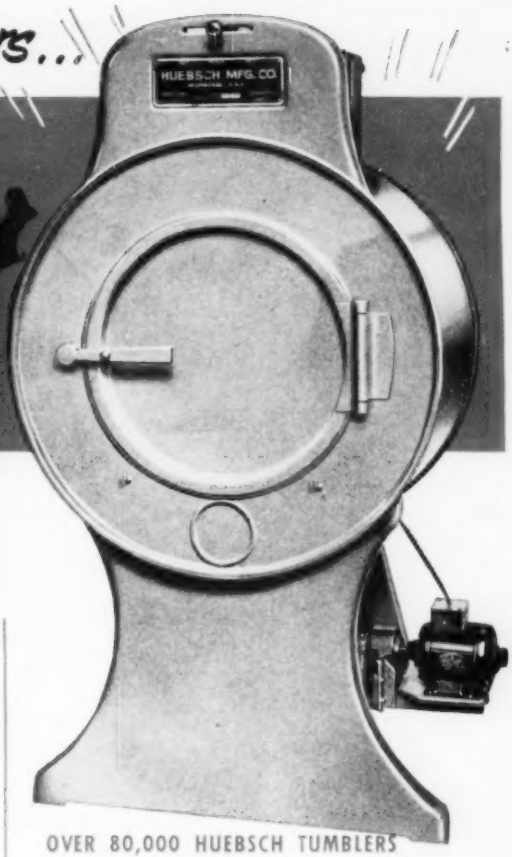
At the Saturday-evening banquet the new officers and directors were introduced and a delegation of Canadian cleaners and laundry operators presented gifts to the retiring officers.

This year the Montana group, under the leadership of Wally Doe of Rainbow Cleaners, Billings, sponsored a three-day trip through Yellowstone Park for the convention speakers and their wives. The speakers were then met by a delegation from Idaho who drove them to Twin Falls for the convention beginning May 21. # #

The leader for 20 years...

and STILL

AMERICA'S OUTSTANDING PERFORMER



HUEBSCH

OPEN-END TUMBLERS

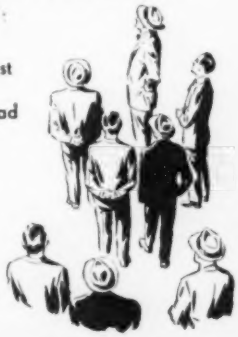
● Introduced in 1932, Huebsch Open-End Tumblers promised to revolutionize the laundry and dry cleaning industries. *They have.* Today, with more than 80,000 in use, Huebsch Tumblers are *standard equipment* all over America.

Huebsch Tumblers meet the demand for efficient dryers that cost little to obtain and little to maintain. You are not asked to pay a high price for unnecessary gadgets, expensive chrome plating or dirt-catching streamlined envelopes. You pay only for performance—and Huebsch gives you *lots* of it.

That's why Huebsch has made and sold more tumblers than all other manufacturers combined—and that's why it will pay you to ask your Huebsch representative for complete details. Or write us direct.

OVER 80,000 HUEBSCH TUMBLERS IN USE! HERE'S WHY:

- Faster drying at lower cost
- Easier and faster to load and unload
- Low initial cost, low maintenance cost
- Choice of four sizes:
  36"x18" 36"x24"
  36"x30" 42"x42"



HUEBSCH Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers • Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3175 N. Holton St., Milwaukee 1, Wis.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PACIFIC NORTWEST officers, left to right: T. D. O'Brien, Howard Keeler, Robert Hammond, Melvin Porter, John W. Weaver, D. C. Spellman

High Attendance at Yakima

THE LARGEST ATTENDANCE at any convention of the Pacific Northwest Launderers & Dry Cleaners Association turned out for the 27th annual meeting, held May 8-10 in Yakima, Washington. From Washington, Oregon and British Columbia, 234 delegates were registered.

The speakers were led off by John P. Gray of Adco, Inc., giving his talk on "Personnel Training." He was followed by Paul Jacobsen of the Wallerstein Company, with his fabric-illustrated presentation of "The Case of the Seven Thieves."

The next morning's session was opened by AIL President Martin B. Romeiser, who declared that while the business picture gives some reason for optimism, advertising is essential. R. W. Chapman of Wyandotte Chemicals Corp. spoke on washroom practices, and W. H. Weaver, Jr., West Coast representative of the AIL Washington Activities Committee, gave a Washington report.

A report on the NICD by regional director Ray Vermeers of Spokane opened the final day's program. How new fashions will affect the drycleaner was described by Dr. Dorothy S. Lyle of NICD. What makes good drycleaning sales promotion was discussed by Felix Benick, director of the Institute for Maintaining Drycleaning Standards. The final speaker was C. A. Hart, manager of the J. B. Mitchell Co. of Los Angeles, describing "Improved Drycleaning Plant Operation."

The new president of the Northwest group is Tom D. O'Brien of Vancouver, B. C., Canada. Other officers named were: Melvin Porter, Spokane, vice president; Howard Keeler, Seattle, treasurer, and Robert Hammond, Tacoma, sergeant-at-arms. Don C. Spellman of Tacoma was reelected secretary.

At the formal installation of officers at the wind-up banquet, Todd Smith of Seattle, on behalf of the association, presented a completely equipped camera to the retiring president, John W. Weaver of Seattle. # #

Minnesota Meeting

by JAMES A. BARNES

ALTHOUGH THE TROUT SEASON opened on the same week end, the convention of the Minnesota Institute of Laundering and Cleaning in Minneapolis on May 16 and 17 was well attended.

The luncheon on the first day featured a review of the international situation by George Grim, local columnist and radio commentator. The afternoon session opened with a talk on quality control in laundries by A. L. Christensen of the AIL. He was followed by C. B. Kasson of R. R. Street & Co. Inc., who summarized the development of the strong soap system and forecast probable resulting equipment and layout changes.

The young men's breakfast meeting on Saturday morning was addressed by Lee Potter, Jr., winner of the 1951 achievement award of the local Junior Chamber of Commerce. He discussed the responsibilities of business management in community affairs.

"Serve and Sell" was the title of the opening talk on the afternoon program, given by W. H. Grove of Minnesota Mining & Manufacturing Company. Charles Lamb of Emery Industries, Inc., outlined a "Pattern for Profit," and W. C. Hardin, chief analyst of the NICD, discussed problems cre-

MINNESOTA DIRECTORS, left to right: Russel Sapp, Vernon Longstreet, Otto Oswald (retiring), James Pruett, Jr., Lester Hege, Henri Foussard

"We've found there's a Dodge for every job!"

. . . says **S. L. GOLDSTEIN**, *Transportation Superintendent,*

Consolidated Laundries Corporation, New York City

"Consolidated Laundries Corporation has used Dodge '*Job-Rated*' trucks constantly for 26 years," says Mr. Goldstein.

"Our 'Big Blue Fleet' includes Dodge trucks ranging in size from $\frac{1}{2}$-ton panels up through $3\frac{1}{2}$-ton tractors that haul giant trailers for commercial laundry. Our fleet serves the complete field from commercial linen supply service and industrial uniforms to family laundry, dry cleaning, and diaper needs.

"And our long experience with Dodge trucks bears out our belief that there's a Dodge for every job, regardless of how large or small it may be!"

Yes, Consolidated Laundries Corporation, "The Largest Launderers in the World," has literally grown up with Dodge "*Job-Rated*" trucks. Its "Big Blue Fleet" of trucks that *fit the job* makes deliveries quickly and economically . . . and *stays* on the job!

Mr. Goldstein's firm knows the full benefits of Dodge *maneuverability* features such as short turning diameters . . . of Dodge *money-saving* features such as 4-ring pistons . . . of Dodge *work-saving* features such as extra-low loading height . . . and Dodge *dependability* features such as moistureproof ignition system!

You'll find that you, too, can speed deliveries at low cost, with trucks that are *right* for your job. Your nearby Dodge dealer will gladly tell you the full story. You'll find he's a friendly, courteous fellow—the kind you like to talk to. Furthermore, he has the *practical* answers to your hauling problems—whatever they may be!

DODGE "Job-Rated" TRUCKS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ated for dryeleaners by the introduction of new fabrics.

Social events included a smorgasbord on Friday evening, and a country-club cocktail party, dinner-dance Saturday.

Directors for the coming year are: Vernon Longstreet, Pipestone; Melvin Oswald, New Ulm; Henri Foussard, outgoing president, and Joe Anderson, St. Paul; Lester Hege, Brainerd; C. A. Huelsch and Leo Gross, Minneapolis; Russel Sapp, Hibbing; Harold Frederickson, Duluth; Norbert Meyer, St. Cloud, and James Pruett, Jr., Rochester. Officers will be elected by the directors from among their own members. ∴

Quickie at Newark

by WILLIAM R. PALMER

A BANQUETLESS ONE-DAY convention was a very successful experiment by the New Jersey Laundry and Cleaning Institute at its 33rd annual meeting on May 15. A schedule of 10 presentations gives you an idea of what a crowded streamlined program it was.

There were two movies. One on inflation, entitled "Your Money Is What You Make It," was presented by the National Association of Manufacturers. The other was "Backfire Weapon for Defense" by the American Economic Foundation, directed at the socialistic philosophy that tends to smother enterprise of any kind. (We can heartily recommend the latter for showing to all kinds of groups.—Ed.)

The subject of sport-shirt finishing at the Rite-Way Laundry in Brooklyn was discussed for Bob Mazlish, who was ill, by Ralph Smith of the New Jersey Institute. Mr. Smith then followed with his own subject of "shirt quality rating," which is discussed on page 80.

The government in business was "interpreted" by Harold Howe, AIL's Washington representative. For the Office of Price Stabilization, Dr. Conley Dillon, chief of the service trades branch, described the probable future of price stabilization (he passed the buck to Congress).

A presentation and demonstration of a self-service locker was made by Charles B. Strayer of the Troy Laundry and Drycleaning Company in Carlisle, Pennsylvania. John Carruthers, accounting consultant of Boston, decided the laundry industry has a future, following a symposium within his own accounting firm on that very subject.

A public relations program for the laundry industry in the state of New Jersey was proposed by Miss Catherine Blondin, New York public relations counsel. Feature speaker at the luncheon was Prof. Erwin Schell of M.I.T., who described the evolution of industrial relations in the modern changing world.

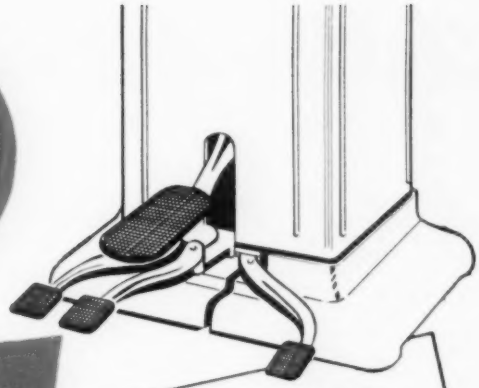
A swift change of pace was contributed by R. L. (Bill) Ayers, Jr., president of the National Institute of Rug Cleaning, who mixed a lot of sales enthusiasm with urging to sell more multiple services.

The general consensus at the cocktail party closing the meeting was that the quickie convention was very successful, and drew a lot of men who felt they couldn't spend more time.

The officers, reelected, are Amedeo Gaburo, president; Arthur Gelnaw, vice president, and (guess who) Harold C. Buckelew, executive secretary. Mr. Gaburo, Harry Samuels and Nicholas Vander May were reelected to the board. New directors are W. B. Dean and W. B. Kerr. Holdover directors are W. B. Austin, E. J. Bowen, C. W. Craddock, B. B. Foster, P. B. Henoch, Hal Marx, Paul Plough, James Sogorka, Ramon Sieminski and S. E. Willey. ∴

INTERESTED DELEGATES hear crowded program at one-day New Jersey meeting

Here's a Place to Step Up Production and Profits



A HOFFMAN Air Vacuum System on Your Presses Cuts Fuel Bills 25 to 40%—Improves Pressing

New—
Advanced Improvements in All Models

Ask your HOFFMAN Representative

There's a big difference in your production—and in your profits, when you replace steam vacuum with a Hoffman Air Vacuum System. You get vacuum action the instant you step on the vacuum pedal. And you get more vacuum! That means faster drying—more garments pressed per day, all with finer results.

On top of these advantages, you cut your fuel bills 25 to 40%. The steam you save can be used for that additional equipment you've wanted, without increasing boiler capacity. Besides, press pads and coverings last longer—and you save on repair bills! The facts cost you nothing—why not get them today?

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y

SOME OF THE GUESTS at president's cocktail party and reception

Four-State's 45th Annual

by W. S. CROMPTON

ABOUT 125 PLANTOWNERS and allied tradesmen spent the last three days of May at the Carolina Hotel in Pinehurst, N. C., attending the 45th annual convention of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida.

As always at these four-state meetings, the first session, at which President E. W. Pearce presided, opened with group singing led by Henry Benoit. After an inspiring address on "Human Relations and Americanism" by Rev. George D. Heaton of Charlotte, officers of the two industry associations were heard. Norbert J. Berg, managing executive of the NICD, spoke on "This Is Happening in Washington," and Martin B. Romeiser, president of the AIL, discussed "The Laundry in 1952."

Vice President Jack R. Bennett, Jr., presided at the second meeting, which opened with "Big Idea," a hard-hitting film comparing the American system with life behind the Iron Curtain. The picture was produced by Swift and Company, from whom it is available for group showing. Jim Chisholm of Emery Industries, Inc., spoke forcefully and dramatically on "Pattern for Profit."

The entertainment hit of the convention was a two-hour show put on by the Charlotte Boy's Chorus. The golf tournament resulted in a tie for first place by Jack Carter of Southern Pines, N. C., and Don Smith of Greensboro, N. C. Harry Richardson of F. H. Ross & Co. took second place, Frank McCaskill of Pinehurst, chairman of the local committee on arrangements, came in third, and Joe Chaplin of H. Kohnstamm & Co., Inc., was fourth. Mrs. H. H. Anthes of Ponte Vedra, Fla., was first and Mrs. Frank McCaskill second in the ladies' tournament. Grand prize for highest score and most strokes went to Ned Wintersteen, general manager of THE NATIONAL CLEANER & DYER and *Starchroom Laundry Journal*, who performed his amazing feat with only one club—an old wooden-shaft midiron.

BINGO PARTY was on the house; winner of last game got $100

During the annual banquet it was announced that Henry B. Benoit of Charlotte, N. C., who for the past 14 years has been secretary-treasurer of the association, was resigning because of his increased duties as vice president of the NICD. He was presented with an engraved silver tray.

Sam A. Wix of Atlanta, Ga., was elected president but since he was unable to accept Edwin W. Pearce of Greensboro will continue in that office until the fall meeting. Jack R. Bennett, Jr., Rocky Mount, N. C., and Preston Bunn, Griffin, Ga., were reelected vice presidents. New vice presidents are (acting) Charles Storck, Columbia, S. C., and H. F. Milton, Jacksonville, Fla. C. W. Grimes of Charlotte, N. C., was reelected sergeant-at-arms. # #

Joint Group Meets at Twin Falls

CLEANING METHODS and better public relations were the principal subjects of discussion at the annual convention of the Idaho State Laundry and Dry Cleaners Association, held May 23 and 24 at Twin Falls. An attendance of 150 was reported.

The business sessions featured well-known industry speakers making the Northwest convention circuit. They were Paul Jacobsen of the Wallerstem Company, Bill Boyd of Emery Industries, Inc., John Gray of Adco, Inc., Ernie Heidersbach of R. R. Street & Co. Inc., and Dr. Dorothy S. Lyle of the NICD. A luncheon meeting of delegates and their wives was addressed by Alfred J. Rawlinson of Portland, Oregon, Northwest director of the American Institute of Laundering.

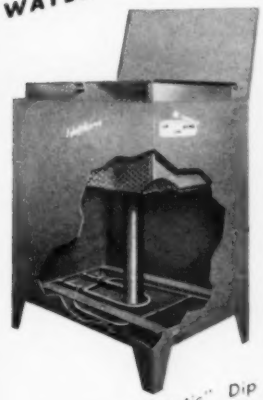
Walter Doss of Doss Exclusive Cleaners, Twin Falls, was elected president to succeed Marvin Carlson of Buhl. Fergus Briggs, Jr., National Laundry and Linen Supply Co., Pocatello, was elected vice president, and Roy Morris, Nampa Dry Cleaners, Nampa, was chosen secretary-treasurer. Bob MacStead of Boise was elected to a one-year term as director. # #

IDAHO OFFICERS, left to right: Walter Doss, president; Fergus Briggs, Jr., vice president, and Marvin Carlson, retiring president

SIZING

these dip tanks earn extra profits

WATER REPELLING



Hopkins "Dip-O-Matic" Dip Tank. Completely automatic operation. Requires compressed air.

Hopkins "Lightning" Dip Tank. Automatic except for raising and lowering basket.

MOTHPROOFING

Versatile Hopkins dip tanks are a source of new business and extra profits in many dry cleaning and laundry plants.

Does a faster, more thorough job than any other equipment on the market. Provides for complete agitation of the solution, preventing solution from becoming rancid and assuring even application of solution to the garments. Processes up to 100 garments per hour. Includes built-in heating unit. Automatic temperature regulator optional.

Automatic and semi-automatic models available. For complete information and prices, see your jobber or send the coupon below.

HOPKINS EQUIPMENT CO.
Hatfield, Pa.
Please send me additional information and prices on Hopkins Dip Tanks.

Name _____

Company _____

Address _____

Your Jobber _____

Hopkins
EQUIPMENT CO.
HATFIELD, PA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

LEGAL DECISIONS

by A. L. H. STREET

Damages for Mass Loss of Garments

Can a person who is liable for loss of garments or other chattels in the possession of a cleaner defeat an award of damages because the precise amount of damage cannot be proved?

No, according to two Pennsylvania court decisions.

In one case, a retail cleaner sued to collect the value of garments stolen from her establishment, but she could not prove just what goods had been stolen because her records had also been stolen or destroyed in the burglary. The Court of Common Pleas in Pittsburgh awarded damages according to the valuation of the garments by their respective owners and, in some instances, according to the amounts paid by the cleaner in settlement of the customers' claims. (Fine v. Wholesale Cleaners & Dyers Assn., 24 Pa. D. & C. 281, March 23, 1935.)

In the case of Burgis v. County of Philadelphia (82 Atl. 2d 561, July 19, 1951) the Pennsylvania Superior Court decided there was sufficient proof of the value of articles destroyed by mobsters in a raid on a laundry service establishment. There the garments received had been listed on receipts, copies of which were given to the patrons. These receipts enabled the laundry to determine what articles had been stolen or destroyed. There were also helpful ledger entries, which made it possible to determine whether the customers' claims were fairly stated. Deduction from reasonable price of the articles was made to cover depreciation. The court said that all this evidence afforded a reasonably fair basis for assessing damages.

Corporate Officer's Liability

In acquiring all of the shares of a cleaning company its president signed a note given to a selling stockholder in the name of the corporation, and indorsed it personally on the back. Could the company avoid liability on the note on the ground that it had not authorized the signature on its behalf?

No, was the answer given by the Alabama Supreme Court in the case of Copeland v. Swiss Cleaners, Inc., 52 So. 2d 223.

The court noted that the president was in practical effect the company because he owned all of its stock. Since no rights of third parties as creditors of the corporation were involved, there was no good reason why the company should not be held liable, even if the note was executed without going through the legal farce of having a dummy board of directors authorize the sole owner of the company to sign a note on its behalf.

In any event, the court said, by indorsing the note the president made himself personally liable on it.

Picketing To Compel Closed Shop

Is violence an essential feature of illegal picketing that is subject to court injunction?

No, according to a recent authoritative decision by the Pennsylvania Supreme Court. (Wortex Mills, Inc. v. Textile Workers, 85 Atl. 2d 851.)

All of the plaintiff's 38 employees were nonunionists and there was no labor dispute. The defendants, in an effort to compel a closed shop, placed a double line of 150 pickets at a narrow building entrance through which the employees had to pass. There was no violence, but most of the employees had to push their way through the picket line and some refused to work because they were intimidated by the pickets. A nearby loudspeaker blared: "Why go into that two-bit concern? They will fold in a year." The plaintiff sustained business loses.

The Supreme Court upheld an injunction granted by the Court of Common Pleas in Philadelphia against these acts, after striking out a prohibition against "loitering or being unnecessarily in the vicinity" of the entrances and exits. Here are the main points of the Pennsylvania Supreme Court's conclusions, supported by decisions of many other courts, including the highest court of the land:

Picketing is not peaceful in the legal sense where there are mass picketing, coercion, intimidation and threats, although there may be no violence.

Peaceful picketing is protected by the constitutional guaranty of free speech. But the guaranty does not include the right to disturb the peace, or to incite to rioting, or to injure anyone's business except as that may result from peaceful picketing.

The defendants were wrong in contending that Congress has exclusive control over labor disputes and that, therefore, a state court cannot enjoin illegal picketing or violation of a state labor relations act. But where a federal statute has made a labor practice legal, a state law cannot make it illegal.

Picketing may be enjoined by a state court when it seeks to compel an employer to violate a penal statute or public policy, or to force a closed shop, or when it involves a sit-down strike, violence or similar technique. But picketing cannot be enjoined merely because the picketers are not employees of the objector or because the business is conducted without the aid of employees.

"Because several important acts of Congress and state statutes dealing with industrial relations . . . are of such recent origin, the field . . . is not well marked. . . . Nevertheless, the decisions up to this time may be thus summarized: A state court may enjoin unlawful picketing. . . . Picketing, if peaceful, orderly and for a legitimate or lawful purpose, is . . . within the protection of the Constitution. However, a state is not required to tolerate in all places and in all circumstances even peaceful picketing by an individual; it is well established that the method or conduct or purpose . . . of the picketing may make even peaceful picketing illegal."

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

Even more important in the good ole' summertime

THE CISSELL CUFF BRUSHER

"Man, it takes the load off my filters ...keeps my solvent cleaner"

and that's reason enough for you to like it, too! Use the Cissell Cuff Brusher to clean trouser cuffs and pockets—to remove all traces of dirt and lint. **IT'S FAST!** No lost motion. The process of tack cutting and hand brushing is eliminated. Brush one or two cuffs or four pockets in one operation. Ordinary cuff tacking is NOT torn loose. Quick use of Auxiliary Brush removes dirt from under cuff tacking . . . **IT'S THOROUGH!** It removes dirt not accomplished by regular cleaning process. It takes the load off your filter—keeps your solvent cleaner . . . **IT'S SAFE!** Fool-proof construction. Operator's hand or arm may be extended down through brushes without injury . . . **IT'S SANITARY!** Free dirt and lint do not annoy operator . . . **IT'S GUARANTEED FOR ONE YEAR** against any mechanical defects . . . **IT'S BUILT TO CISSELL QUALITY STANDARDS,** known the world over in the drycleaning and laundry industries. The Price, $[illegible] F.O.B. Louisville, Ky.

W. M. CISSELL MFG. CO., INC.
[illegible] S. FIRST STREET, P. O. BOX 1143, LOUISVILLE, KY.
Foreign Distributors: Address Correspondence Attention Export Dept.
Cable Code: CISSELL
PACIFIC COAST OFFICE — [illegible] W. JEFFERSON BLVD. — LOS ANGELES

Consult Your Jobber

Brush those cuffs CLEAN

NEWS NOTES in the TRADE

Milnor Washer Improved

A new improved model of the Milnor 25 lb. Washer has been announced by Norvin Pellerin, president of the Pellerin Milnor Corporation of New Orleans, La.

The new model is built of stainless steel, the base of heavy angle iron. The shell is provided with a conveniently located water inlet, rinse drain, thermometer and steam connection. The cylinder has a full 30-inch drop, with ribs fabricated from one sheet of stainless steel. It cannot sag from the weight of clothes, the announcement states, and the perforations are embossed to prevent damage to delicate fabrics.

The washer comes equipped with Milnor's exclusive three-stage reduction drive, employing V-belts on the first two and chain drive on the third reduction. The motor is of standard make, suitable for reversing duty, and is provided with overload protection. The door is heat-treated glass and a door interlock is available. The thermometer has a large 3½-inch dial and is so located as to be easily read.

Mr. Pellerin also announced that the new Milnor Full Sequence Timer is available as extra equipment for the new washer. The Full Sequence Timer provides for complete automatic operation (less supply injection). It automatically fills, dumps, rinses and signals when supplies are needed and at the end of the washing cycle. It may be operated manually or fully automatic. The flick of two switches on the face of the Timer will provide lukewarm water for all automatic operations, allowing the washing of colors with the same formula.

Two-Fuel Stone Boiler

A newly designed automatic steam boiler which is said to operate with equal efficiency on oil or gas has been introduced by Stone Boiler Equipment Corp. Designed for the small drycleaning and pressing shop, the boiler comes in sizes from 2 to 10 hp. It is sold as a complete package, with wiring, controls, etc.

The company also provides engineering, installation and maintenance service on rebuilt pressing equipment to plants throughout the East.

Literature describing the new boiler may be obtained by writing to Stone Boiler Equipment Corp., 186 Powers St., Brooklyn, N. Y.

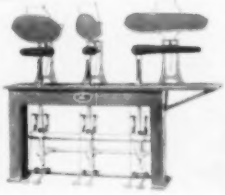
Portable Dehumidifier

Reliable Machine Works has announced a new "Relihumid" Dryomatic portable dehumidifier designed to remove excess humidity from fur storage vaults, damp basements and all humid areas. Excess humidity is removed from refrigerated areas by the adsorption principle, the manufacturer states, and humidity levels can be kept as low as 15 percent in temperature ranges of -40 degrees F. to 100 degrees F.

The Relihumid comes in designs to dehumidify areas from 1,000 to 25,000 square feet, and since it is portable it is only necessary to set it in the required area and plug it in. The manufacturer points out that its use eliminates refrigeration maintenance, that its positive humidity control stops mildew on fur garments, and that it has an individual humidistat for each area for exact humidity control at any level desired.

Further information may be obtained by writing to Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

Glover Triple-Head Model



The new Glover Fabric Head Pressing Machine Unit, Model TC-7A, illustrated above, has just been introduced by Bill Glover, Inc., Kansas City, Mo. It is available for either steam or air-vacuum operation.

This new triple-head model combines into one unit three light specialized pressing machines—the mushroom, shoulder and sleeve heads. Among the features pointed out by the manufacturer are easy-operating ball-bearing heads and replaceable stainless-steel valve seats that are accessible for servicing from the front.

Double-Staple Machine

The Textile Marking Machine Co., Inc., Syracuse, N. Y., has announced its new Series 2 Tag-O-Lectric, equipped with a selective stapling head. After the tag is made, marked and attached to the garment with a single staple by a single forward motion of the stapling head, the operator draws the head back slightly and depresses a thumb lever on the stapling nose to the proper position for the second staple. With a second forward motion the second staple is secured.

The manufacturer claims that double stapling is about as fast as single stapling, and staples are so placed that tag removal is quick and easy. It is further claimed that Tag-O-Lectric double stapling practically eliminates tag loss of 8- and 10-character tags in cleaning, that it prevents tag curling and thus leaves the tag easy to read after cleaning.

Descriptive folders on these machines may be obtained by writing to the manufacturer.

Tinted Glass for Trucks

Green-tinted glass, designed to reduce both glare and heat and enhance driver visibility and comfort, will be made available in all International truck cabs and panel trucks, it has been announced by W. K. Perkins, manager of motor truck sales for International Harvester Company, Chicago, Ill.

The tinted glass, called Solex Duplate, is a product of Pittsburgh Plate Glass Company. It will be standard equipment on the new short-dimension "102 space saver" Roadliner models, and optional at extra cost in all other models.

The glass is said to absorb much of the sun's heat and reduce eyestrain without sacrificing the light-transmission characteristics of high-quality glass. According to Mr. Perkins, the new feature is expected to add both safety and comfort to motor truck operation.

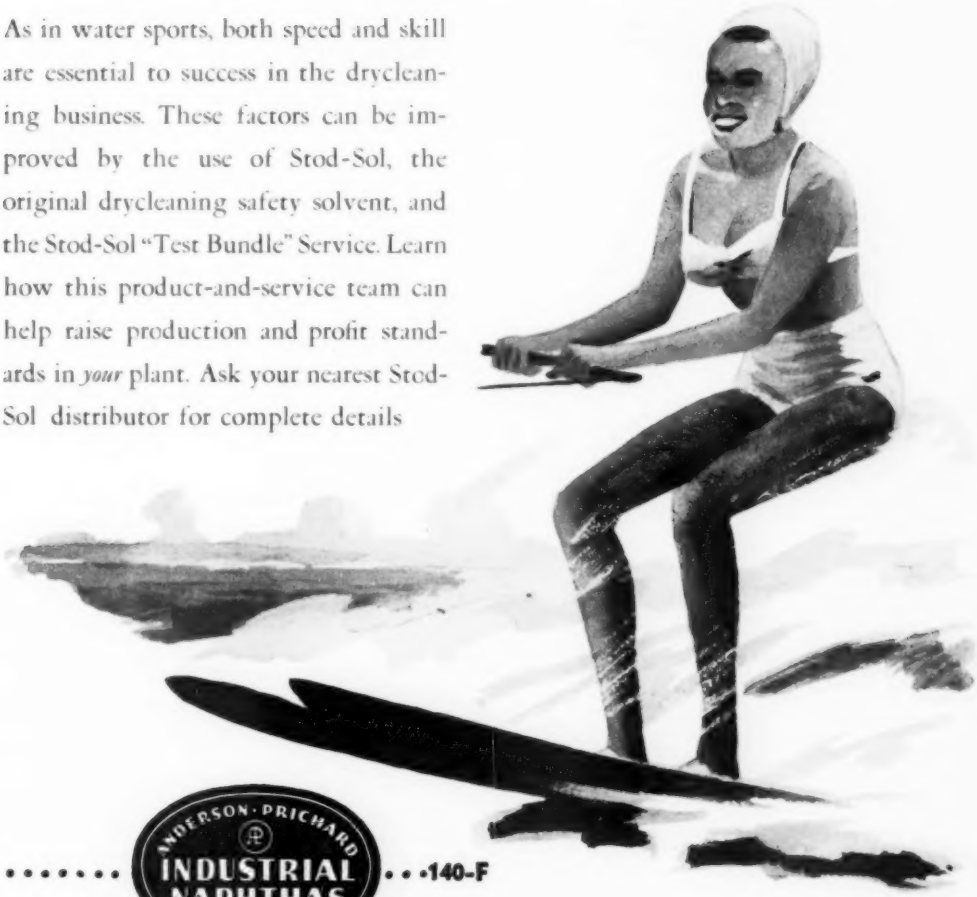
Rema Unit Improved

The Rema Corporation has announced a new improved air vacuum system for garment presses. The Rema "Dri-Vac"

Like **Cypress Gardens, Florida and water sports**

STOD-SOL *and STOD-SOL Test Bundle Service* GO TOGETHER

As in water sports, both speed and skill are essential to success in the drycleaning business. These factors can be improved by the use of Stod-Sol, the original drycleaning safety solvent, and the Stod-Sol "Test Bundle" Service. Learn how this product-and-service team can help raise production and profit standards in *your* plant. Ask your nearest Stod-Sol distributor for complete details



ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS
140-F

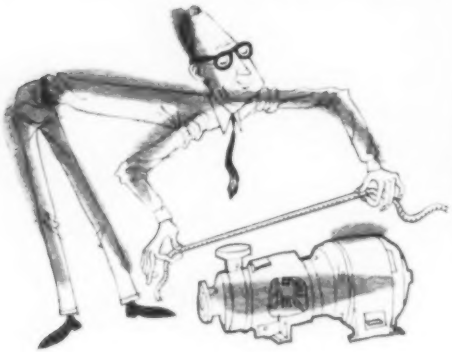
PRODUCERS REFINERS

Anderson-Prichard *Oil Corporation*

OKLAHOMA CITY, OKLA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

how do yours MEASURE UP?



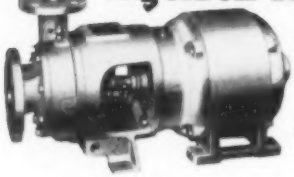
TODAY THE DEMAND IS FOR *MORE PRODUCTION.* This is a good time to "take stock" of the pumps in your plant. Are they adequate to meet demands for increased production, and reduced maintenance costs? Will they hold up and deliver when the chips are down?

I-R Motorpumps can do this for you . . . and more. H.P. for H.P.—there's not a more rugged, more efficient centrifugal pump available anywhere. I-R can show you actual performance to prove the Motorpump to be more efficient, size for size, than most pumps on the market today! This means you often can do your job with a smaller pump, consuming less power.

Decide to play safe, now! Get complete facts on I-R Motorpumps from your nearest I-R distributor . . . or write direct to Ingersoll-Rand Company, 11 Broadway, New York 4, New York.

612-9

Ingersoll-Rand



MOTOR PUMP

. . . Designed to meet *today's* demands for faster, steadier production!

Available in sizes from 1/4 to 50 h.p. . . . many types for all conditions.

BETTER GET SET FOR THE H-JET

Coming next month in HOFFMAN ads

is available in four sizes—for 1-, 3-, 5- and 8-press installations. All are vertical vacuums requiring less than two square feet for the entire installation.

According to Rema, the Dri-Vac has been engineered to a high degree of precision and is powered by a vertical motor with a suspended turbo-vacuum unit attached directly to the motor shaft, thus eliminating extra bearings. Natural drainage is attained by placing the vacuum unit directly over the condensate tank.

A bulletin on Rema Air Vacuums may be obtained by writing to the Rema Corporation, Box 86, Norwalk, Conn.

Free Check Design Service

A new check design service for drycleaning and laundry establishments has been announced by Gilbert J. Owen, vice president of the Todd Company, Rochester, N. Y. According to Mr. Owen, the creative design department of the check manufacturing company will provide free design service for plants that wish to improve the advertising effectiveness and eye appeal of their business checks. A similar Todd service has been available to banks for a number of years.

Under the new plan, any firm may submit samples of its present checks, and recommendations in the form of new sketches will be made by the company's experts. The new department will be headed by Albert Kennedy, director of Todd's art department for the past 10 years, with John Wenrich, well-known architectural artist, acting as consultant.

New Marclene Products

The Marclene Chemical Products Corporation, Buffalo, N. Y., has announced that it is now manufacturing and distributing Marclene Detergent, Marclene Penetrant and allied products.

Marclene Detergent and Marclene Penetrant have been incorporated into a combination One-Two drycleaning and spotting system. With this new process, according to the manufacturer, garments can be safely and quickly prespotted with water activated with Marclene Penetrant and, without drying, rinsed in solvent activated with Marclene Detergent. The manufacturer claims that the One-Two system eliminates rings, swales, set stains, recleans, drying out wetted areas, feathering and digesting if the stains have not become set.

William Fischer, formerly technical director with a large equipment manufacturer, heads the newly formed company.

Dy-Gester Improved

The Al Tash Dye Works, Grand Prairie, Texas, has announced a number of improvements in its Twin Dy-Gester Table. The unit consists of two 9-gallon stainless steel vats inserted into a vat of water which is electrically heated and maintained at a constant temperature by thermostatic control. The twin vats may be used to digest colors and whites at the same time, or in smaller plants one may be used for a digesting vat and the other for bleaching.

The new construction per-

When writing to advertisers please mention The NATIONAL CLEANER & DYER

your...

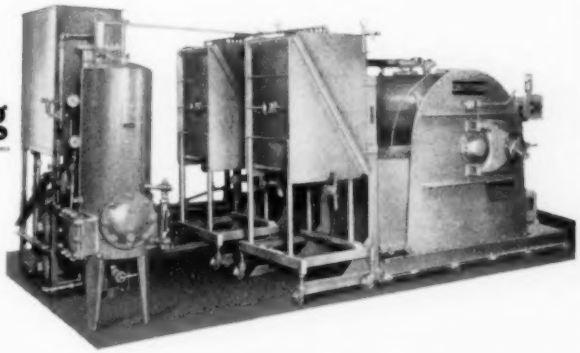
customers...

will...

cheer...

TRUCLEEN'S

Super-Quality Cleaning



●The Two-Bath TRUCLEEN Petroleum Solvent Unit produces *super-quality* dry cleaning that will bring cheers of praise from your customers . . . because, with TRUCLEEN, you can use *Super-Strong Soap Solution* (up to 6%) in the wash bath. Then you rinse in a separate, crystal-clear bath of distilled and filtered solvent. You can beautifully clean *three different classifications of work at the same time*, and turn out more than 150 lbs. an hour.

By using *Super-Strong Soap Solution*, you actually do your pre-spotting right in the wash bath. You cut way down on spotting after cleaning, too, and almost completely eliminate wet cleaning.

Because the Two-Bath TRUCLEEN Unit is *completely automatic*—washes, extracts, rinses and extracts in one straight-through, automatic cycle—you cut labor costs. One person doesn't have to devote full time to cleaning, but can double up on other duties.

Your customers will cheer TRUCLEEN's extra-special cleaning . . . and you'll cheer when you see how TRUCLEEN brings down your cleaning costs. Yes, and with TRUCLEEN, you can turn out more volume in much less space.

No wonder TRUCLEEN is the talk of the dry cleaning industry!

Don't put off another day getting the complete story on TRUCLEEN. *Write now* for illustrated literature and full particulars.

cAe Co.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

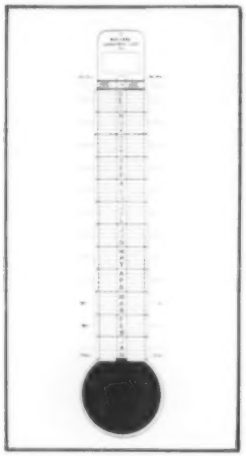
CINCINNATI 12, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

mits the unit to be completely disassembled, the manufacturer states, and a special drain assembly and band permit easy access to the enclosed heating water chamber. Washers prevent loss of water through the bottom when the equipment is in use. Where equipment is not placed over a regular drain arrangement in a plant, standard garden hose can be attached for draining purposes.

The Al Tash Dye Works also announces that its claim on the Twin Dy-Gester Table has been allowed by the U. S. Patent Office.

Business Comparison Chart



A new see-at-a-glance chart designed to show week-by-week business data for drycleaners and laundries has been introduced by Business Charts Co., 2400 W. Devon Ave., Chicago 45, Ill. Designed like a huge thermometer, the chart will enable the plant to keep an easily followed record of plant data for one year. Among the statistics which can be seen in one quick look are sales for each route, for each branch store, payroll, poundages, supplies, and similar data, for the current week, the last week, and a year ago.

Portable Lint Remover Announced

A new portable machine designed to remove lint and act as a whiskbrush and sanitation unit is now available from Reliable

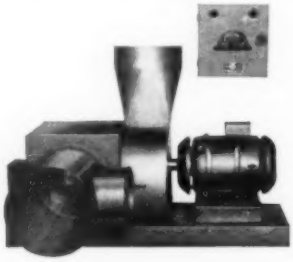
Machine Works, Inc. Weighing only 3½ pounds, the "Little Wonder" Lint Remover is made of steel and aluminum. The motor is part of the complete unit. The plug can be attached to any electric outlet, AC or DC.

According to the manufacturer, the Little Wonder removes hard-to-get-at lint and pressing shines, brushes, beats, vacuums and helps to recondition furs. The unit has a blower spout at the front for blowing, drying, spraying and mothproofing operations. At the flick of a switch an automatic lever converts from the suction system to a blowing and spraying machine.

Complete information may be obtained by writing to Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

Induced Draft Blower Introduced by Kisco

The Kisco Induced Draft Blower, designed to eliminate tall stacks, has been introduced by Kisco Boiler & Engineering



Company. The operation is entirely automatic, with the electric controls mounted in a separate steel box for safety. The unit is completely "packaged" and easily installed in boilers from 5 to 100 hp.

This unit, the manufacturer states, will maintain the desired set draft with no fluctuation due to climatic or local conditions. The air-cooled electric motor operates the blower wheel, creating the desired draft for the boiler, which is discharged through the vent pipe.

On automatically fired boilers, the blower starts in advance of the fuel burner to purge the furnace of any unburned gases. As soon as the desired boiler pressure is reached and the automatic burner shuts off, the Kisco Induced Draft Blower also stops, thereby maintaining temperature in the combustion chamber. This is said to effect fuel savings as it eliminates cooling of the furnace due to stack drafts when the burner is not in operation.

A special draft adjuster which is part of the assembly can be set to maintain any desired draft. An added safety feature is an automatic "sail" switch, which in the event of any mechanical failure shuts off the fuel burner.

Further details may be obtained by writing to Kisco Boiler & Engineering Company, 2414 Dekalb St., St. Louis 4, Mo.

Stain-Removal Booklet

The A. L. Wilson Chemical Co. has announced publication of a new 12-page booklet, "Guide to the Wilson System of Spot and Stain Removal." The booklet describes products and procedures for safely removing all types of stains encountered in drycleaning, laundering and rug cleaning. It discusses single- and multiple-substance stains, then describes when and how to use each of the 10 "Go" products in the Wilson line.

Copies of the booklet are available free from Wilson jobbers or direct from A. L. Wilson Chemical Co., Kearny, N. J.

Folder on Hose Connectors

An illustrated bulletin describing CMH Steamflex flexible connectors for all makes and models of cleaning and laundry presses has just been released by Flexonics Corporation. The bulletin features latest model listings of the leading press manufacturers, showing the corresponding hose size and Steamflex connector model which fits the press.

For a copy of the bulletin,

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Laboratory technician making Perchlorethylene stability tests at Columbia-Southern's plant, Barberton, Ohio.

CONSTANT LABORATORY CONTROL ASSURES STABILITY IN COLUMBIA-SOUTHERN PERCHLORETHYLENE

Columbia-Southern realizes, as you do, that good stability is an important property in Perchlorethylene for achieving desired dry cleaning results.

That is why Columbia-Southern conducted several years of intensive research and field work to develop a high stability product before entering into commercial production of Perchlorethylene in its new, modern plant.

And that is why Columbia-Southern today makes frequent laboratory tests at various stages in its Perchlorethylene production process to assure you consistently high quality and stability.

For assured stability, demand Columbia-Southern Perchlorethylene.

Furnished in the red, white, and blue drum. 700 pounds, 55 gallons.

COLUMBIA-SOUTHERN
CHEMICAL CORPORATION
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
FIFTH AVE. AT BELLEFIELD · PITTSBURGH 13, PA.

DISTRICT OFFICES: Boston • Charlotte • Chicago • Cincinnati • Cleveland • Dallas • Houston • Minneapolis • New Orleans • New York • Philadelphia • Pittsburgh • St. Louis • San Francisco

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Stā★Nu PROCESS IS MAKING

WHAT IS STA★NU?

The STA*NU process protected by patents now pending, is an operational technique that steams with the steam and actually homogenizes life-giving oils back into detergent fabrics in the pressing operation. Fabrics go from droop to drape in one simple step!

WHAT DOES STA★NU DO?

Every garment or household item takes on a new lively finish. Looks newer than new! And STA*NU gives all fabrics greater resistance to wrinkling and soiling. Gives them sparkling new life and pep, plus a cashmere-smooth feel never before achieved! STA*NU makes Clothes Stay New.

WHAT CAN STA★NU DO FOR ME?

STA*NU makes customers stay customers . . . steady customers out of "drifters". STA*NU pre-sells your customers for you in national magazines, and your STA*NU franchise incorporates a complete advertising and merchandising program to introduce YOU as the EXCLUSIVE STA*NU DRYCLEANER IN YOUR TERRITORY! The most comprehensive line up of sales ideas ever offered to the industry! 36 different pre-tested ways to reach your market.

WHAT DOES STA★NU COST?

The exclusive STA*NU franchise for your territory, complete with the entire advertising and merchandising program costs only dollars a week, depending on volume or population. Records of STA*NU drycleaners indicate volume increases many, many times over the low annual cost . . . in just a short time.

HOW CAN I SEE A STA★NU DEMONSTRATION?

Send a collect wire now asking to see the revolutionary STA*NU demonstration. If your territory is not yet assigned, we will immediately schedule STA*NU's convincing, clinching HALF and HALF test. Hook up takes minutes. You or anyone you assign can make the test. No special skills—no special training. See this amazing proof of STA*NU's miracle-action beauty! HURRY! You are not the only one reading this important STA*NU message. Remember! ONLY ONE STA*NU FRANCHISE IN EACH TERRITORY! MAKE CERTAIN IT'S YOURS!

SEE THE AMAZING STA★NU DEMONSTRATION

Ordinary Finishing

Colors dull and worn. Fabrics won't hold a crease or press. Customer rejects high.

Stā★Nu PROCESS

Life-giving textile oils replaced in deterged fabric. Colors radiantly bright, true and clear. Fabric texture rich with a cashmere-smooth feel. Garment looks "rack-fresh", new as the day it was made!

here's the convincing

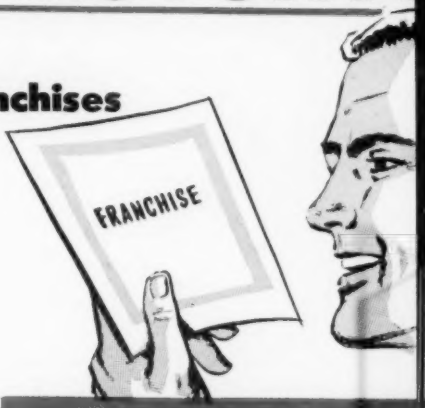
HALF AND HALF TEST!

YES! YOU CAN SEE AND FEEL THE DIFFERENCE!

DRYCLEANING HISTORY!

more than 400 new Sta★Nu franchises in less than 6 months

a sensational record!



Never before in the history of drycleaning has any process received such tremendous acceptance! STA*NU, the amazing new finishing process, is breaking all sales records. 400 signed franchises from all parts of the country are proof that STA*NU is the most advanced process ever discovered. Eight out of every ten drycleaning firms who see the sensational STA*NU demonstration want the STA*NU franchise **immediately!** They've seen STA*NU produce an incomparable finish with live color quality and cashmere-smooth feel. MAKES FINISHED GARMENTS LOOK NEWER THAN NEW!

Don't take our word for it! See for yourself how STA*NU actually lives up to every claim. See the STA*NU HALF and HALF demonstration **in your own plant!** Hook-up takes minutes. STA*NU doesn't alter present work flow in any way—**except to speed up production.**

STA*NU is here to stay! Don't let competition beat you to the punch. **Only one exclusive franchise** given to **each** territory!

FREE!

...with your franchise

INDUSTRY'S LARGEST ADVERTISING AND PROMOTIONAL BUILD-UP!

- **National back-up** Sta*Nu advertisements in America's leading consumer magazines selling Sta*Nu for you!
- **Newspaper publicity releases**
- **Local newspaper ad mats**
- **Direct mail aids**
- **Garment tags**
- **Insert mats**
- **Shirt band designs**
- **Window displays**
- **Decals**
- **Radio and TV commercials**
- **Promotional calendar**
- **Posters**
- **Testimonials from top Hollywood movie stars and many, many more! Yours free!**

ACT FAST!

WIRE COLLECT!

MEN WANTED!

Immediate openings for men with drycleaning experience and sales background. Steady, high incomes. Field representatives for STA★NU, non-competitive finishing process. Some choice territories still open. You get exclusive franchise area under contract. Drawing account to start. Send resume to

STA★NU CORP.
701 S. Wells St., Chicago 7, Ill.

IS THE STA*NU PROCESS AVAILABLE BY ANY OTHER COMPANY?

*The United States Patent Office has recognized the existence of patentable inventions in the STA*NU PROCESS by the allowance of a Patent Application containing claims which fully cover the STA*NU apparatus and the STA*NU PROCESS.

TELEGRAM

STA*NU CORP.
701 S. Wells St.
Chicago 7, Ill.

ARRANGE STA*NU DEMONSTRATION IN MY PLANT FIRST AVAILABLE DATE.

YOUR NAME
FIRM NAME
ADDRESS

Stā*Nu PROCESS

OR PHONE
WAbash 2-1083

Sta*Nu Corp. 701 S. WELLS ST., CHICAGO 7, ILL.

Lam-tex Press Pads

spark production and save me money

You see, *Lam-tex* molded rubber press pads are produced specifically for the dry cleaning industry to boost production and save costly replacements. And here's how that's done:

- Greater porosity for faster production
- Outlasts other rubber or cotton pads
- Better pressing due to instant vacuum
- No pitting or sticking to cover

Green lam-tex pads are made to fit all makes and sizes of pressing machines. See your jobber today or write direct.

Specify lam-tex for lowest cost—longest life

Pittsburgh TAG COMPANY

1112 Galveston Avenue Pittsburgh 33, Pa.

HERE'S A STRATO JET

NEXT MONTH

GET SET FOR THE H-JET

Watch for it in HOFFMAN ads

The Bertsch Rug Wringer

REDUCES
- Labor 70%
- Power 75%
- Dry Room Heat 80%
- Water use 75%

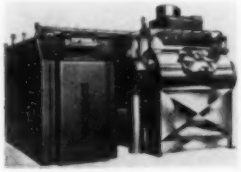
FACTS
- Heavier materials
- Better materials
- Delivers more pressure
- Extracts more water
- Lower machine cost
- Long life
- Less maintenance than other Wringers

BERTSCH & CO.

CAMBRIDGE CITY • INDIANA •

CMH-106R, write Chicago Metal Hose Division, Attention: Advertising Department, Flexonics Corporation, 1411 S. Third Ave., Maywood, Ill.

Prosperity Literature



The Prosperity Company, Inc., Syracuse, N. Y., recently released a mailing piece on its new 7-A Fully Automatic Synthetic Cleaning Unit, which completes a cleaning cycle in 15 minutes and 40 seconds, including drying. Claiming a new high in production and a new low in production cost, the literature states that this new cleaning unit introduces a new concept of quick-service cleaning, requiring minimum classification and assuring continuous production flow.

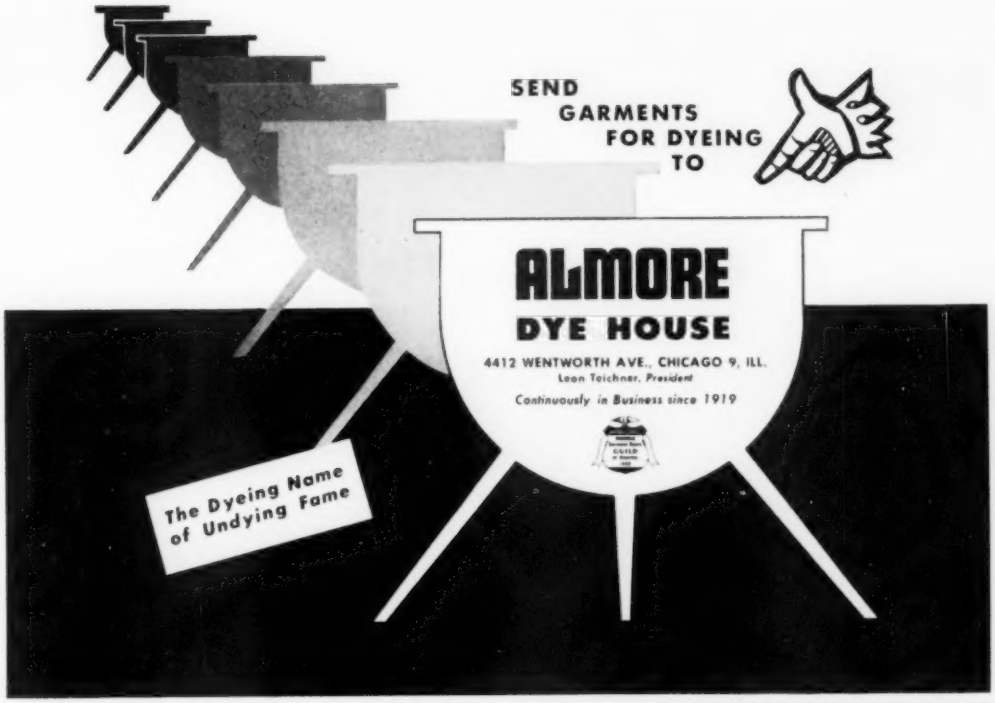
Eight new, time-saving features which have been incorporated in the Prosperity 7-A Cleaning Unit are listed. Emphasis is placed on the open-pocket, reversing-action cylinder, as well as on the Formatrol Cycle Timer, which automatically operates the entire sequence of operations.

In addition to the mailing-piece literature, a booklet containing a number of installation pictures, as well as testimonial letters from satisfied users of the 7-A machine, is also available from the manufacturer.

New Yorker Catalog

A new catalog just issued by New York Pressing Machinery Sales, Inc., shows the com-

When writing to advertisers please mention The NATIONAL CLEANER & DYER



pany's complete line of foot- and air-operated steam presses, boilers, condensation return systems, steam and electric irons and other accessories.

Copies of the catalog may be obtained by writing to the company at 880-888 Broadway, New York 3, N. Y.

Heussner Promoted

G. T. Heussner, manager of adding machine sales for The National Cash Register Company in Brooklyn, N. Y., has been named to head the nationwide dealer sales organization of the company. The announcement was made by Drummond F. Gaines, who is in charge of all sales in the National Adding Machine Division.

National adding machines are sold through 250 company-owned branch offices, as well as through several hundred independent dealers. As head of the latter organization, Mr. Heussner will be responsible for the appointment of new dealers in this rapidly expanding phase of the company's operation.

Before his responsibilities in Brooklyn, Mr. Heussner had a very successful sales record in several of the company's branch offices and also served as adding-machine sales instructor in the Pacific Division and in Canada. He will work out of the NCR headquarters in Dayton, Ohio.

Bower Joins Consultants

ROBERT S. BOWER

The Chicago firm of dry-cleaning and laundry consultants, Ballard-Van Korn and Associates, has announced the appointment of Robert S. Bower as an associate. He will specialize in problems concerning production, method studies, wage

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS

SPECIAL...

PAINTED RECONDITIONED PIPE

6 ft. long, 5½ ft. high with set of 3" rubber swivel casters.

$12.50

EXTRA CASTERS

3" set—$4.50
4" set—$6.50

Write for prices on new and chrome pipe

Write for Complete Index

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street New York 7, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

When leaky steam connectors are a pressing problem

take a tip from the manufacturer

9 out of **10** install **PRESSTITES** as original equipment!

When you *replace* connectors, replace with American Presstites*. There's an easily installed, leak-proof Presstite assembly for your machine. Flexible section is dependable one-piece corrugated bronze tubing.

MODERNIZE—For older machines with swing joints use American Flexible Steamtite* assemblies. They come in complete kits . . . are installed in a jiffy. Do away with a maze of leaky pipes and joints. Like Presstites they have no joints, no packing to work loose.

Ask your laundry supply house for American Presstite and Steamtite connectors for your laundry and pressing machines. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Co., Ltd.

*Reg. U. S. Pat. Off. 32257

ANACONDA

wherever connectors must move... American Flexible Metal Hose and Tubing

The Famous Hanger Guard with the NON-SLIP Surface

IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The best trouser guard for use with No. 12½ & No. 13 hangers. Non-slip surface decreases handling time. Snaps on any standard wire hanger... die-cut ends prevent pivoting. Just slide on and press down!

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

PRODUCTION LIMITED – ORDERS FILLED AS RECEIVED
Contact Your Jobber

TILLERY CONTAINER CO.
6000 WILSON AVE. KANSAS CITY 3, MISSOURI

incentives and layout in both drycleaning plants and laundries.

Mr. Bower is exceptionally well qualified for his new assignment, being well known throughout the United States and Canada for his work along these lines in many plants during his 10-year association with a leading allied trades firm as senior engineer and then sales supervisor. He comes to Ballard-Van Korn from a large equipment concern where he was assistant manager of the drycleaning division.

Mr. Bower is a familiar figure in the industry as a speaker on both technical subjects and general management, at many state and regional convention programs. A mechanical engineer, he studied at both Swarthmore College and Lafayette University, and is a member of the Society of American Military Engineers.

Diamond Export Change

Diamond Alkali Company, Cleveland, Ohio, has announced that the export sales activities of its subsidiary, Kolker Chemical Works, Inc., have been transferred to Diamond's Export Sales Division in New York. Kolker, which was acquired by Diamond about a year ago, specializes in organic chemicals for agriculture and industry.

S. B. Honour, who handled export sales for Kolker, will continue in that capacity for Diamond, assisting S. S. Savage, director of export sales.

Mehl Appoints Long

CHARLES LONG

The Mehl Manufacturing Company, Cincinnati, Ohio, has announced the appointment of Charles Long as its sales representative in Arkansas, Missouri,

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Difficult Stains Removed EASIER—FASTER

With SOLVINK Spotter

Ink, Paint, blood, rust and similar stains disappear faster when you use SOLVINK. There's no waiting, nothing to dissolve. SOLVINK saves you time and money . . . lowers finishing costs. Guaranteed to remove stains faster, or your money back.

Simple Directions for SOLVINK

Apply solution no. 1, let stand five minutes and rinse in clear water. Repeat, using solution no. 2 and rinse again in water. Simple—and SOLVINK will not harm color or fabrics if used according to directions.

For extra profits—and more repeat customers, order this fast-acting liquid spotter from your jobber today. Or write Dept. N-62 for free sample.

½ pint: 2 solutions, $2.25—available in pints, quarts and gallons for economy.

Try SOLVINK Companion Products
TANSOL—for Tannin stains
GREENZYME—Digestant
IODAZE—for Iodine stains
SIZ-IN—Hat size

Greenville Chemical Company
Cor. East Stone Ave. and Bennett St.
Greenville, S. C.

Kansas, Colorado, parts of Oklahoma, parts of Illinois, the cities of Memphis and Salt Lake City.

Previously Mr. Long was associated with several Midwestern firms in paper manufacture and selling. He also spent two years in direct-to-distributor work in the cordage field. His experience also includes extensive work in military packaging during his assignment to the Industrial Service Branch of the St. Louis Ordnance District.

New Hoffman Officers

The board of directors of U. S. Hoffman Machinery Corporation, New York, has elected George E. Bowdoin president to succeed Albert C. Bruce. Mr. Bruce becomes chairman of the board following the resignation of L. J. Belnap, who will continue as a director.

Mr. Bowdoin joined the Hoffman organization as vice president in 1930. He has been executive vice president since 1946 following his return from service with the U. S. Marine Corps.

At the same meeting Marvin H. Green, general sales manager, was elected a vice president. He joined the Hoffman company in 1928.

Westvaco Promotes Oskin

DONALD C. OSKIN

Westvaco Chemical Division of Food Machinery and Chemical Corporation, New York, has announced the promotion of Donald C. Oskin to assistant manager of sales, replacing John deF. Meyler, who has resigned. Mr. Oskin most recently was

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Good SPORT SHIRT Washing means . . .

NEW FRIENDS! NEW PROFITS!

Try Orvus Extra for cleaning sport shirts — and all other hard-to-handle summer garments. It's an eye-opener!

SPORT shirt sales are booming! 18 million more of them were produced last year than dress shirts, according to reliable estimates.

Nice business there — if you can get it and hold it. But watch out for some possible "headaches" if you hope to handle sport shirts profitably — and keep your customers happy.

Many sport shirts will come to you badly soiled and perspiration-stained. Fabrics in some of them won't stand up well under washing and finishing. Shirts that fade, shrink, slip or fuse can be real trouble-makers.

But except for the really "unwashable" fabrics, you can do an exceptionally fine washing job on sport shirts with Orvus Extra Granules. This multi-purpose synthetic detergent has all the cleaning power you'll need — in hand scrubbing or wet cleaning in the wheel. And safety to fabric and color that matches its cleaning thoroughness.

ORVUS

Procter & Gamble
CINCINNATI, OHIO

the multi-purpose synthetic detergent

1952

POLIO POINTERS

DON'T MIX WITH NEW GROUPS
DON'T GET OVERTIRED
DON'T GET CHILLED
BUT DO KEEP CLEAN

Recommended by

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

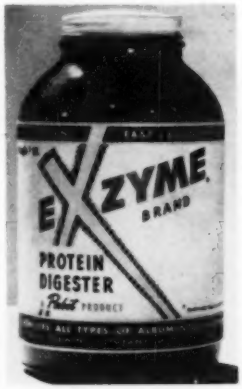
HERE'S A THUNDER JET
NEXT MONTH

GET SET FOR THE H-JET

Watch for it in HOFFMAN ads

director of district sales for the organization and for a time was in charge of Food Machinery and Chemical Corporation's Washington office.

New Label for Exzyme



A new label has been designed for Exzyme, Pabst protein spot digestant, it was announced by George B. Perlstein, manager of Pabst Brewing Company's Industrial Products Division.

Printed in red and yellow and in large, bold lettering, the trade name Exzyme is emphasized on the redesigned label. Added attractiveness and color balance is achieved with borders in dark blue and descriptive copy is printed in yellow. The dark blue ink is also used for informative copy.

Fawr To Manufacture

Fawr, Inc., Buffalo, N. Y., has announced that in addition to service it is entering the manufacturing field. The year-old company has been engaged in the servicing and rebuilding of drycleaning machines and will now manufacture accessory equipment for drycleaning establishments.

Among the new products the company is producing at the present time are prespotting boards, brush holders, single and double slickracks, sorting and assembly tables, counter and back drops and scales. The company points out that the slickracks are available as stationary units or as a powered conveyor system.

Distribution of these items will be handled through established jobbers.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

For foolproof, proven efficiency. . . plus tremendous economies. . . there is no substitute for PRE-MARKED STRIP-TAGS

Also, the new 20 SPECIAL INSTRUCTION TAGS in 6 bright colors, a color for each department. Let TOKEN TAGS show you how to do it right the first time!

* Instantly revolutionizes marking methods!
* Saves 50% in marking and assembly time!
* Eliminates transposed numbers . . . . . claims!
* Clear Bold Numbers . . . No eye strain!
* Ink damage impossible - Throw your ink away!
* Tear them off - staple them on . . . it's that easy!

10 -BRIGHT COLORS: numbers 1 to 30 in each color 300 color number combinations

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., SAN DIEGO, CALIF.

- for best results, use both tags together!

Research Groups Integrated at Whitemarsh

The research department of Sharples Chemicals, Inc., will be integrated with the research and development division of the parent company, the Pennsylvania Salt Manufacturing Co., it has been announced by Dr. W. A. LaLande, Jr., manager of Pennsalt's division. Laboratory facilities at Whitemarsh Hall are being extended to provide not only for the addition of Sharples research personnel but also to increase Pennsalt's facilities.

"The physical combination of the two experienced organic research groups at Whitemarsh Research Laboratories with the subsequent daily interchange of ideas and know-how gives Pennsalt an unusually strong organization for attacking a wider range of problems in organic technology, and for developing new and improved products through the use of present Pennsalt and Sharples starting materials," said Dr. LaLande.

To the Victor Belongs the Cadillac!

The photograph above shows Vernon France (right) of Nancekivell's Drive-In Cleaners, Wenatchee, Wash., accepting congratulations and his first prize from Marvin Green, general

AT LAST!!!
The Anderson EASY-LOCK Drapery Protector
Developed by a Sanitone drycleaner (41 years).
Now ready for YOU.

How It Works—
Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.
← Shown open and closed
↓ Hooks locked in—ready to clean

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

TESTED & GUARANTEED
$9.00 a doz.
$105.00 a gross

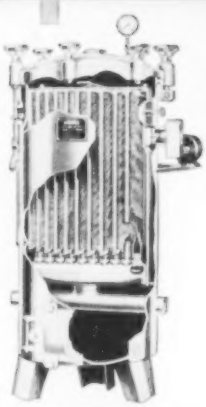
USE THIS COUPON →
ORDER A DOZEN TODAY! →

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd. W.E. Jamestown, N. Y.
Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.
Name
Street
City State

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ROTO-KLEEN

THE FILTER THAT PAYS FOR ITSELF WITHIN A YEAR!



The Bowser Roto-Kleen filter needs only a push of a button to clean down the plates. There's no scraping, no brushing or backwash. Solvent-saving sludge dryer can be supplied.

Owners report, "Our filter cleaning time has been cut up to 1½ hours each day . . . enough to pay for itself within a year."

Bowser Dry Cleaning Equipment is Sold and Serviced by your Jobber. Write for full facts.

● ● ●

Many users report operating periods of 1, 2 and even 3 years without removing the head. Hundreds of dollars are saved annually.

BOWSER

BOWSER, INC., 1312 CREIGHTON AVE., FORT WAYNE 2, INDIANA

● *Regional Offices • Atlanta • Chicago • Cleveland • Dallas • Kansas City New York • San Francisco • Washington, D. C. • Hamilton, Ont.*

HERE'S AN XB-51 JET

NEXT MONTH

GET SET FOR THE H-JET

Watch for it in HOFFMAN ads

Montpelier

Montpelier "Side-Aisle"

DELIVERY VEHICLES

Engineered and Built to

Meet YOUR Specific Needs

Cut Delivery Costs . . . Increase Efficiency. Your Choice of Chassis. Your truck dealer has—or will gladly obtain—complete details. Insist upon MONTPELIER.

Montpelier "Urban"

Write, Wire or Phone for Details

THE MONTPELIER MANUFACTURING CO., MONTPELIER, O.

sales manager of U. S. Hoffman Machinery Corp., outside the company's executive offices in New York.

In a nationwide contest recently conducted by Hoffman, Mr. France's letter was selected by judges as giving the best reasons for buying new equipment. The prize winner and his wife, who operate one of the Pacific Northwest's oldest established drycleaning plants, flew to New York to accept their prize. They returned to Washington in their new Cadillac.

Anderson-Prichard Sales and Technical Conference

A general sales and technical conference held by the Anderson-Prichard Oil Corporation in Chicago on May 9 and 10 was attended by distributors, division and department managers, sales engineers and technical representatives from sales areas served by the company, also by members of the research and development staffs.

The general meeting was called by C. H. Dresser, vice president, industrial sales, to discuss industrial and drycleaning naphthas and solvents. Available solvents, their properties, and new applications and methods of evaluation were examined. A panel discussion of the use of depolarized solvents in drycleaning was conducted.

Leaders in various fields of professional and industrial activities discussed materials, processes and applications, with particular reference to solvents used. The guest speakers and subjects discussed were: O. L. Campbell, Tousey Varnish Company, "Hot Spray"; W. D. McMaster, General Motors Corpo-

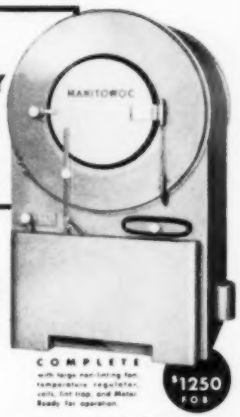
When writing to advertisers please mention The NATIONAL CLEANER & DYER

DOUBLE YOUR CAPACITY INCREASE YOUR PROFIT

with a

Manitowoc

RECOVERY TUMBLER



Add extra capacity to your present synthetic dry cleaning plant by installing this modern, highly efficient solvent recovery tumbler. Handles a 35-45 lb. load — enables you to tumble at the same time you wash-extract, thereby doubling your capacity, if you are using a single cylinder closed unit. If you are operating without a tumbler a Manitowoc will pay for itself by solvent recovery within the first year.

Finest corrosion proof construction, with direct, silent drive; no chains, belts or guards. Has 36" x 30" drum, large air ducts, temperature regulator. Highly efficient solvent recovery.

Manitowoc MANUFACTURING DIVISION of MANITOWOC EQUIPMENT CO.

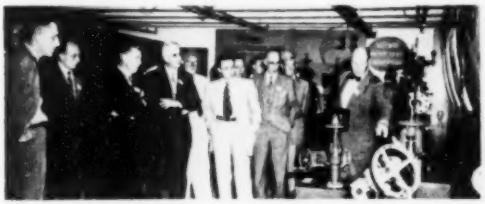
PERCHLOR DRY CLEANING UNIT

ration, "A Study of Lacquer Thinners"; J. M. Hafeli, Reichhold Chemicals, Inc., "Recent Resin Developments With Respect to the Use of Low Odor Solvents in the Manufacture of Flat Wall Paints and Enamels," and W. L. Abramowitz, American Polymer Corporation, "Latex Paints."

Technical discussions included in the sales clinic were conducted by M. D. Beck of the Commerce Petroleum Company; B. J. Geisel of Sherwood & Company; J. P. Law, Jr., Lightfoot Company, and B. I. Scoggin, C. C. Allen, C. A. Gault, V. J. Centracco, R. E. Johnson and D. D. Rubek of Anderson-Prichard Oil Corporation.

The meeting closed with a group dinner at which 20-year service pins were presented by C. H. Dresser to B. I. Scoggin and D. D. Rubek, and a 15-year pin to R. E. Johnson.

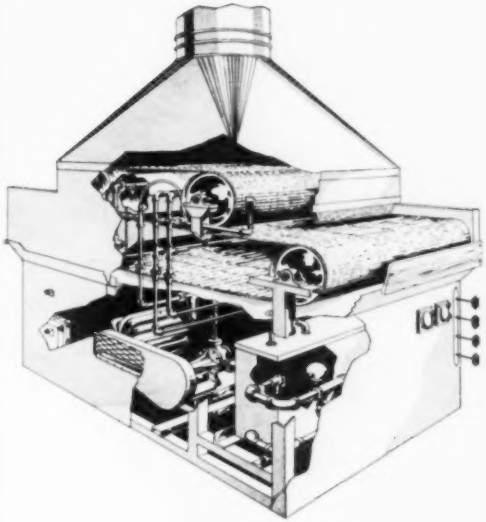
Yarnall-Waring Holds Open House



More than 850 employees, friends, customers, distributors and suppliers were guests of the Yarnall-Waring Company, Philadelphia manufacturer of steam plant equipment, at a recent "Open House."

Guests in groups of 15 were shown through the expanded plant and new office buildings, starting with the receiving department, continuing through all the manufacturing operations, shipping, and general office departments. Among the Yarway products which the guests saw

PENETRO



CLEANING PROCESS

PRESPOTTING BY MACHINE

As described in the May issue of NATIONAL CLEANER & DYER (See page 38)

This process cuts wetcleaning and spotting by at least 50%

Machine will process any item coming into your plant for cleaning

Almost equal results with any soap or detergent of equal quality

Write For Information & Price

M. BLAU MFG. CO.

Box 269

ALTAMONTE SPRINGS, FLA.

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

"Would you like to have this (article) mothproofed at the same time?"

These twelve words, when used by your counter clerks or routemen as they accept articles for cleaning, can double and triple your Berlou Mothspray sales, practically overnight. No matter how large or small your business is, no matter WHERE you are or WHO you are, this SUGGESTIVE SELLING plan will work for you ! !

There's nothing magical about SUGGESTIVE SELLING —it's the easiest, most profitable way to tell your customers about ANY service you offer. And yet, how many of us use it? We spend hours trying to figure out how to spend money on advertising but never give a thought to the *best* way to advertise—and the *only* way that doesn't cost us anything—that's SUGGESTIVE SELLING ! ! It's the only selling method that has no equal—it works for everyone who uses it.

And here's WHY it works!

1. **It reminds customers of a needed service.**
2. **It tells him you can provide this service.**
3. **It's personal and friendly—it's direct.**
4. **It asks for an order.**
5. **It invites a favorable reply.**
6. **It doesn't compete with other advertising for customer's attention.**

Get your salespeople in the habit of using SUGGESTIVE SELLING for increased sales and more profits. Try it for ONE DAY ONLY and you'll convince yourself. When your customer asks you about Berlou Mothproofing, remember these IMPORTANT points!

A. **Berlou is backed by a FIVE YEAR WRITTEN GUARANTEE covering both MOTH and CARPET BEETLE damage.**

B. **It's economical—the average cost for a man's suit is only 20¢ per year.**

C. **Berlou protection covers the useful length of service for the average garment.**

D. **Since 1930, Berlou has been used by more professional mothproofers than all the rest combined.**

E. **Berlou is colorless, odorless and will not stain or harm the finest of fabrics.**

F. **Berlou has been tested and found ACCEPTABLE by the York Research Foundation, the official testing laboratory for the American Hotel Association, as reported in the April issue of READER'S DIGEST.**

Don't let this opportunity pass—have every sales person in your organization use the SUGGESTIVE SELLING plan for Berlou Mothproofing. Today would be a good time to start.

And, to help your salespeople do a better job in selling Berlou for you, we've written a booklet entitled, "BOOST YOUR EARNINGS" which can be had for the asking. Write today for copies for each of your salespeople.

BERLOU MANUFACTURING COMPANY
435 Monroe Street
Marion, Ohio

In Canada: The Berlou Co., (Ltd.) London, Ontario

NOTE: If you are not already a Berlou dealer, write for details of Berlou's Profit Builder Plan today, and learn how you too can increase your net profit from $1000 to $5000 in a single year.

made were Yarway Blow-Off Valves, Impulse Steam Traps, Expansion Joints, Remote Liquid Level Indicators, Water Columns and Gauges.

One of the high points of interest was Yarway's well-known research department where a 2,500 psi boiler plant tests Yarway equipment and helps develop many new advancements in steam equipment engineering.

The Yarnall-Waring Company was founded in 1908 by Bernard G. Waring and D. Robert Yarnall, who continue as active heads of the company.

Carman Buys Southern

The purchase of the Southern Supply & Chemical Co., Norfolk, Va., was recently announced by Morris & Eckels Co., the Southeastern subsidiary of Carman & Co., Inc. It will now be operated as a branch of the Morris & Eckels Co., which will be able to service the trade in the Tidewater country more satisfactorily.

The photograph shows J. T. Lowe, president of Morris & Eckels, presenting a check to Charles Dalby of Southern.

Pennsalt Safety Awards

Four units of the Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., have been awarded Pennsalt President's Safety Contest plaques for perfect safety records during 1951. Two of these units also were awarded plaques for the same record by the National Safety Council.

The two units which received both awards were the Cornwells Heights, Pa., plant, and the Whitemarsh Research Laboratories at Chestnut Hill. The other two winners were the public utility subsidiaries at Natrona, Pa., considered as one unit, and the Montgomery, Ala., plant, neither of which was eligible for the National Safety Council award. Together, these four units now have a total of 1,532,230 man-hours worked without a lost-time accident.

These four winners are included in the smaller-unit section of the company-wide competition. Winner of the 1951 trophy for larger units was the Wyandotte, Mich., plant.

Manitowoc to Washington

In the photograph above Sam Hyman, owner of Manitowoc Cotton Goods Manufacturing Co., Manitowoc, Wis., is shown discussing an order for a dozen extractor covers with Stan Janesky, sewing machine operator. Mr. Hyman believes that the order, received through the Virginia-Carolina Laundry Supply Corp. of Richmond, Va., is probably in line with the renovation of the White House.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Calgon Sales Representatives Meet

CALGON FIELD SERVICE representatives, left to right, front row: Carl V. Hago; Ted Lloyd; Edward C. Mann; J. C. Weithaus, vice president. Standing: Leon T. Cooke; Gene St. Jacques; Emmett M. Flood; E. R. Burnett, research laboratory; Donald N. Utesch, manager Laundry Calgon Sales; Howard W. Gates

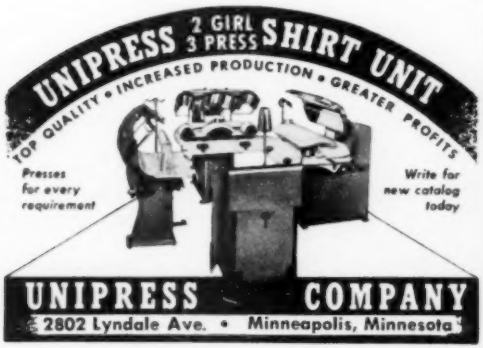
Sale of "Calgon," the water conditioner, in the laundry and cleaning fields during the first quarter of 1952 broke all-time records, field representatives were told at the Laundry Calgon Department sales meeting held at the home offices of Calgon, Inc., Pittsburgh, Pa.

Plans for a new promotional campaign were evaluated and approved for immediate use. The new campaign, said J. C. Weithaus, vice president, features extensive sampling on a "prove-it-yourself" basis.

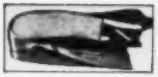
Supplies of both Regular Calgon and Instant Calgon now are ample to meet all forseeable demands, reported D. N. Utesch, manager of Laundry Calgon Sales. Instant Calgon is a relatively new form of the product, for laundries and cleaners who prefer to add the water conditioner directly to their formulas rather than first preparing it as a stock solution.

Both Calgon, Inc., executives told the field representatives that increased sales volume has resulted from the fact that laundries and cleaners are recognizing the value of Calgon in promoting better washing and rinsing "whether the water is hard or soft, and regardless of the other washing supplies used." Results are improved, they explained, because Calgon eliminates washing film which may form even when the water supply is soft. This has proved to be the case in laundries, dry-cleaning plants (for wetcleaning), rug cleaners, diaper services, linen supply plants, hotels and hospital laundries, and quick-service laundries, they added.

A discussion of laundering brought out new developments in meeting the serious problem of diaper stain removal. Calgon has long been used in the bleach operation. But two Calgon representatives, working independently, have cooperated with diaper service operators in using Calgon at earlier stages of the washing cycle also to promote still better stain removal. Both reported excellent results, not only in stain reduction but also in reduced consumption of soap.

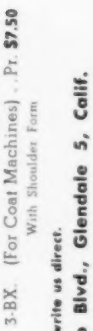


Newhouse "ALL-IN-ONE" Sleeve Forms . . . One for Every Need and Purpose



Sleeve and shoulder of Coat Formed by No. 5.

1. SLEEVE FORM $3.50
2. SLEEVE & SHOULDER FORM $4.50
   Heavier Shielding for longer wear.
3. SLEEVE FORM ..... Pair $4.50
   For Blowers, Windwhips and Adjusta-Forms.
3-A. SLEEVE FORM ..... Pair $5.75
   Length 17½", Expansion 11".
4. PELICAN FORM $4.95
5. PELICAN FORM $5.75
   Heavy Chain • For Sleeve and Shoulder
3-B. (For Coat Machines) . . Pr. $6.00
   Lt. Wt. Length 23", Expansion 11"
3-BX. (For Coat Machines) . . Pr. $7.50
   With Shoulder Form



All hinges integral with springs shaped while soft-heat-treated to prevent breakage.

If your jobber cannot supply you write us direct.

NEWHOUSE COMPANY, 1247 E. Colorado Blvd., Glendale 5, Calif.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

If It's Quality— Then It's WESTERN!

These Features and Many More Are Outstanding

1. All Steel Cylinder with 36% open area.
2. Diametrically opposed cylinder doors.
3. Reversible interchangeable wedge-type cylinder door latches.
4. Anti-friction type self-aligning outboard bearing assures positive alignment.
5. UL Explosion Proof Motor.
6. Central Station "One Hand Inching" control.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

Write Today For Free Circular

Dept. NC-7
420 EAST 10TH ST.
NORTH KANSAS CITY, MO.

Western Laundry Machinery Co

Fires Cost Two Percent of Sales

(*Continued from page 69*)

the plant, but extend it to the basement, attic or other storage space as well. Allow ample clear aisle space to all exits, fire doors, fire extinguishers, or other fire control equipment.

Lint is the most serious fire hazard in a cleaning establishment and is responsible for more fires than any other single item. Each plant should have a definite program for the removal of lint at least once a week from tumblers, presses and steamers. The motors which operate such pieces of equipment should be wiped off and cleaned of lint often; weekly at least, preferably daily. Lint-deposit cages on roofs and the exterior of your plant can be cleaned regularly to reduce the lint hazard and to insure proper ventilation and drying efficiency for the equipment they serve. At least twice a year walls and ceilings should be brushed down to remove lint deposits.

What would *you* do?

If a fire broke out in your plant, right now, what would you do in the next 30 seconds? What would each of your employees do? You ought to know now. Thirty seconds is too short a time to lay your plans!

Fire extinguishing equipment has an important place in fire safety planning. Although involving large cash outlays, it more than pays for itself through reduced insurance costs, prompt fire control—and *peace of mind.*

Still, fires *do* occur. Too often, the "control" side of fire safety has been neglected. When fire strikes seconds count. If you and your employees know what to do in time of emergency, these seconds can be put to work advantageously. Some cleaners set up specially trained employee brigades, holding regular drill and training sessions. Crews familiar with the types of fire likely in a drycleaning plant and trained in their control have very many times recovered the expense and effort involved in organizing them.

Preparedness is the core of fire safety. Like any enemy, fire does the greatest damage when the victim is unprepared! ▪ ▪

NOW "The CONVAIR"

Converts your old, slow-moving Foot-Press into a fast, efficient Air-Operated Press for only $300.

Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK — 3

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Calendars Like Billboards

Big calendars should be spotted in strategic places, just like billboards, according to Jack Bryant of City Dry Cleaners, Pine Bluff, Arkansas. When operating a plant in Monticello, he used a dozen or 15 attractive calendars in barber shops, garages, etc. Like billboards (except for being indoors) these were placed at regular spots. This enabled Mr. Bryant to buy only what he needed and knew would be effective.

New Gas-Fade Inhibitor

The Du Pont Company has introduced a new product designed to inhibit acetate material colored with acetate dyes from atmospheric gas fading. The inhibitor is applied during the dyeing operation.

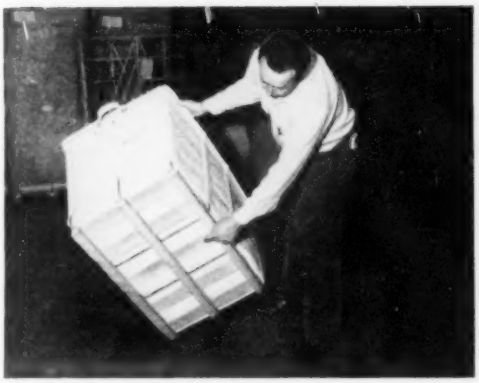
Sideline Talk for Students

FUR REPAIR was subject of lecture by David G. Kaplan, fur editor, before one of two groups of students attending drycleaning school operated by Neighborhood Cleaners Association of New York City

Superintendent Wanted in Panama

The Panama Canal Company, a U. S. Government agency, advises that it will need a drycleaning superintendent for service on the Isthmus of Panama. The position, Grade CPC-9, pays an entrance salary of $5,187.50 per year, and transportation is paid for the appointee, his immediate family and household effects.

Requirements are at least four years of experience in a modern drycleaning plant or in the drycleaning department of a modern laundry, at least two years of the four in a supervisory capacity; thorough knowledge of modern drycleaning methods, of operation of all types of machinery, and of spotting methods; demonstrated ability to manage and coordinate all activities of the drycleaning department of a first-class laundry. The applicant must be an American citizen, not over 45 years of



LANE BASKETS

are *materially*

Here's Why:

BETTER

- Over-size casters for easy running of any load
- Full capacity bodies
- **Hardwood bottoms—dual-riveted—stronger than steel**
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Hardwood bottoms—dual riveted—are stronger than strip steel bottoms and here's the proof: drop a loaded basket off a tail gate and you'll see the difference. Strip steel bottoms will bend and buckle out of shape. The hard maple bottom of a Lane basket is designed to be resilient and can take the shock in stride . . . cross boards are *dual riveted* to shoes.

Don't be misled—a Lane hardwood bottom is *stronger than a strip steel bottom.* Our fifty years of experience has taught us this and we pass it on to you in the form of better baskets to serve you better.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below

Lane

THE LANE BASKET TRADE MARK

W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

Name .....

Company .....

Address .....

Town ..... Zone ..... State .....

My distributor is 8406

When writing to advertisers please mention The NATIONAL CLEANER & DYER

YOU CAN'T MATCH IT ANYWHERE!

Like a finger print, there is no matching a Viking Rotary Pump. There are a lot of pumps that look like Viking but none are built like Viking.

Insist on the genuine "gear-within-a-gear" Viking . . . the time-proved, dependable, quality-built pump that out-performs all substitutes.

Building for over 40 years the now most copied of all rotary pumps, assures you of receiving the pump that can't be matched anywhere.

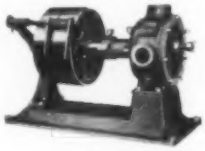


Fig. 8

For additional information, ask for bulletin S03Q today.

VIKING
AN HONORED NAME IN PUMPING

See Our Catalog in SWEETS

Viking PUMP COMPANY
Cedar Falls, Iowa

BOCK
EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

White LABOR-SAVING DEVICES

CLOTHES CART
Handles 350 lbs. Adjustable to 3 levels. Heavy gauge 1" steel tubing. Length 42", Width 20".
$32.50

WASH TUB SET
Water tight. Heavy gauge stainless steel. All smooth surfaces. Height 33", Length 45"
$89.00

WET CLEANING TABLE
Heavy gauge stainless steel top sloped for drainage. Rounded corners. Height 36", Length 65."
$69.50

CLOTHES RACK
Heavy gauge steel. Double braced on bottom. 2" ball bearing swivel casters. Ht. 67", Len. 62".
$27.50

CONTIN-U-RAIL
Overhead Rail Systems For Complete and Partial Systems

- We provide the inexpensive patented fittings.
- You provide 3/4" or 1" pipe.
- You install-it-yourself. No machining.

Cut Out This Ad and Mail Today

☐ Please ship merchandise checked above.
☐ Please send complete information on merchandise checked above.

FIRM

ADDRESS

YOUR NAME

White MACHINE COMPANY
104 Livingston Street
Newark 3, N. J.

age except that those with veteran status may be up to 62.

Interested persons should write to Chief of Office, Panama Canal Company, Washington 25, D. C., for further details and application blanks.

PEOPLE AND PLACES

Gordon Nichols, owner of Nichols Cleaners, 118 S. Center St., Arlington, Tex., has bought property at 109 W. Abram St. on which he plans to construct a new plant.

Owner Ora W. Haney of Top Hat Cleaners, Gardena, Cal., has opened a branch at 2218 Torrance Blvd., Torrance.

Hinden Cleaners, Fowler, Kans., has been sold by Darrell Hinden to Lewis Marrs.

Prompt Cleaners, Main St., Park City, Utah, was almost completely destroyed by a blaze which fire officials attributed to spontaneous combustion. The firm was operated by M. O. Evans, Murray and Clifford Roach.

Lomo Alto Cleaners, 4110 Lomo Alto Dr., Dallas, Tex., has been bought by Oriental Cleaners & Launderers. Oriental president Alvin Herold announced that it would become the tenth branch in the chain, and would be under the management of C. J. Taggart.

Owner Richard J. Halferty has announced installation of additional equipment for the household department of Holly Cleaners, 48 National Ave., Chula Vista, Cal.

Ernest Schuidler has purchased the installation of Wurtz & Wurtz in Pleasanton, Kans., and plans to operate the plant, with additional equipment.

Glover Cleaners, 2643 N. Campbell Ave., Tucson, Ariz., has been sold by John Adler and Robert Friedman to Thomas L. Roof.

Eureka Cleaning and Laundry Company has taken over and is operating, under the management of Horton Counts, the former Rialto Cleaners, Kleberg Ave. and 10th St., Kingsville, Tex., and Kingsville Steam Laundry, 312 N. Sixth St.

The opening of the 82d store in the Thrift-D-Lux Cleaners chain, at 9622 Artesia Ave., Bellflower, Cal., has been announced by the manager, S. J. Otto.

Wardrobe Cleaners, 413 Market St., Osage City, Kans., has been sold by Harley Smith to Mr. and Mrs. L. D. Sloop.

The Best Service Cleaners chain has opened a branch in the new Shoreview business center, Bur-

When writing to advertisers please mention The NATIONAL CLEANER & DYER

lingame, Cal., under the management of Herman Claus.

Blake Wood Cleaners has opened a new plant at 1114 W. Bow, Tyler, Tex. The former location at 707 N. Bois d'Arc will be continued as a pickup station, owner Blake Wood announced.

Hollywood Junction Cleaners, 4008 Sunset Blvd., Los Angeles, Cal., formerly known as Leelen Cleaners, has been purchased from Solomon Wanger by Robert Piroumian and John Koissian.

City Cleaners, Nickerson, Kans., has been sold by George Houser to Norval Starr.

Holland Cleaners and Launderers, 201 Sebastopol Ave., Santa Rosa, Cal., has been opened by Harry Krigest.

Owner Floyd Woods recently held open house for the new plant of Nu-Way Cleaners at 215 E. Third St., Pecos, Tex.

Sam D. Simpson has opened Simpson's Cleaners at 280 W. Sierra Madre Blvd., Sierra Madre, Cal.

NORTH CENTRAL

Nicholas Dry Cleaners has been opened at 227 W. Third St., Dayton, Ohio.

Superior Cleaners and Tailors, 324 S. Walnut, Bloomington, Ind., has been bought by James Matthews from Ray, Delores and Forrest Welpott.

Mrs. James Erickson has moved her Littlefork, Minn., drycleaning plant to new quarters on Main St.

Finch Dry Cleaners, Licking, Mo., has been purchased by Frank Matthews. The name has been changed to Licking Dry Cleaners.

Paris Cleaners and Dyers, Chicago, Ill., has opened a store in a new building at 83d St. and Ellis Ave.

Miracle Cleaners, Inc., Columbus, Ohio, has signed a lease in the new Miracle Mile Shopping Center. The firm is headed by F. W. Grover.

Fite Dry Cleaners, Jackson, Ohio, has moved to new and larger quarters.

White Fox Cleaners, Waveland, Ind., which was recently purchased by Don Spencer, was completely destroyed by a recent fire of undetermined cause. Mr. Spencer plans to re-establish the business.

Mr. and Mrs. W. M. Hunter have purchased a building at 817-819 15th Ave., East Moline, Ill., which they plan to remodel as the new home of Gardner Cleaners, now at 1124 15th Ave.

Keyes Thrifty Cleaners, 110 E. South St., Fostoria, Ohio, has been leased by Mr. and Mrs. Harlow Keyes to their son, Joe Keyes.

Continental

PACKAGED AUTOMATIC BOILERS

The Continental Automatic Boiler is easily installed at low cost. With a guaranteed high operating efficiency, it assures you continuing savings year after year. Steam moisture content at less than 1% is proven by independent laboratory tests. Fully automatic, the Continental assures a high heat transfer with resultant low gas temperature at the stack. No furnace refractory makes possible easy access to front and rear of boiler through hinged doors. Economically burns oil, gas or combination. Some sizes carried in stock. Details and specifications gladly sent on request. Write today!

Contact your local supplier today, or write

BOILER ENGINEERING AND SUPPLY COMPANY, INC.
Monavon Street • Phoenixville, Pa.
40 Years of Boiler Experience

Improve the Quality of Your Cleaning with a *Manitowoc* CONTINUOUS STILL

$398
F. O. B. MANITOWOC

Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.

Has a capacity of 40 gallons per hour, and may be used for continuous or intermittent distillation. Quickly and easily attached to the solvent line of your present machine. No pump necessary. Bring your present equipment up-to-date, with continuous distillation.

Manitowoc MANUFACTURING DIVISION of MANITOWOC SHIPBUILDING CO.
PERCHLOR DRY CLEANING UNIT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Stauffer
CHEMICALS
SINCE 1885

CARBON TETRACHLORIDE
99.99% Pure

Also

ZOL
Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY
420 Lexington Avenue . . . New York 17, N. Y.
221 North LaSalle Street . . . Chicago 1, Illinois
824 Wilshire Boulevard . Los Angeles 14, Calif.
636 California Street . . San Francisco 8, Calif.
326 So. Main St. . . . . Akron 8, Ohio

Apopka, Fla. • No. Portland, Ore.
Houston, Tex. • Weslaco, Tex.

AJAX DRY CLEANING PRESSES

A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.

Write for details

WESTERN LAUNDRY PRESS CO.
Salt Lake City, Utah • 619 South 5th West St.

Mr. and Mrs. Alvin Bliss have purchased the interest of their son-in-law and daughter, Mr. and Mrs. Kenneth O'Roark, in Bliss-O'Roark Cleaners, Braymer, Mo.

City Dry Cleaners, Mt. Vernon, Ind., has been sold by Mr. and Mrs. Opie Bantle to Walter Austin and Roy Thompson.

W. G. McDonald, owner of Mac's Cleaners, Waynesville, Mo., has opened a downtown branch.

L-Nor Cleaners, Mt. Prospect, Ill., has installed its own cleaning equipment.

Modern Cleaners, owned by Julius and Stanley Schlang, has opened a new branch at 2208 Columbus Dr., East Chicago, Ind.

Ashton (Ill.) Cleaners has been sold by Mrs. Neva R. Blackburn to Otis Burns, who will operate under the name of Burns Cleaners.

Mr. and Mrs. W. A. Frogge have purchased Dutch Cleaners, 1021 E. 63d St., Kansas City, Mo.

Modern Cleaners, Villa Grove, Ill., has been sold by Mrs. A. E. Blackwood to Mr. and Mrs. Lyman E. Robertson.

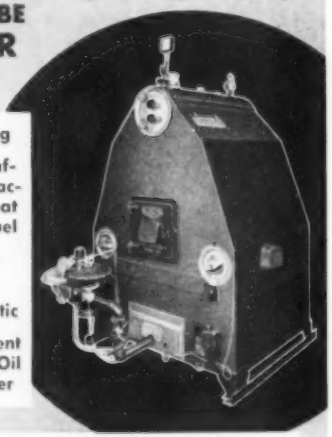
Donald Wickliff has announced installation of new cleaning equipment at Wickliff Cleaners, 1003 N. West St., Indianapolis, Ind.

A new building for Grand Cleaners, North and Main Sts., Decatur, Ill., is under construction at W. Eldorado and N. Mercer Sts., owner Jesse F. James has announced.

B & G Cleaners has been opened at Huntingburg, Ind., by Francis Renner and Walter Geesken.

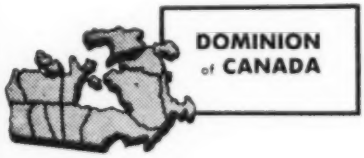
KISCO
Steem-A-tic
Write For Catalog

VERTICAL WATER TUBE BOILER



Fast Steaming
Refractory Baffles Retain Practically All Heat Units From Fuel
Completely Insulated
Fully Automatic
Equally Efficient With Stoker, Oil or Gas Burner

KISCO BOILER & ENGINEERING CO.
2414 DEKALB ST., ST. LOUIS 4, MO.



Owner Albin Malicki recently celebrated the fifteenth anniversary of Save-Way Cleaners, 302 Victoria Ave., Fort William, Ont.

Art's Cleaners has been opened at Herbert, Sask., by Art Dyck.

A new plant for Preston (Ont.) Cleaners, owned by Clem Baumtrog, is under construction on Wellington St.

Burtol Cleaners of Simcoe has been opened by Robert Dargie and Fred Ferguson at 18 Colborne St. N., Simcoe, Ont.

Tip Top Cleaners, Hamilton St., St. Johns, Nfld., has been sold by T. J. Brownrigg to Craft Cleaners Ltd., of which Don Goobie is president and managing director.

Alfey's Cleaners has taken space in the new Sunnybrook Shopping Centre, Eglinton and Bayside Aves., Leaside, Ont.

The fifth anniversary of Sun Ray Dyers and Cleaners, 318 Oakland Ave., London, Ont., was celebrated recently by partners Tom Prentice and Ike Walters.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

IT'S SELF- BALANCING!

GET SET FOR THE H-JET

See HOFFMAN ads next month

SOUTH EAST

A new cleaning unit has been installed by Don Gago, owner of G & M Cleaners, Cloverport, Ky.

Halifax Cleaners has moved to a new drive-in plant at 301 Ridgewood, Holly Hill, Daytona Beach, Fla. The business is operated by H. E. Bibb and his son, Frank.

Quality Cleaners, Fulton, Ky., has been leased by James Hibbs from Mr. and Mrs. Bill Looney.

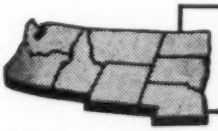
Modern Cleaners, Whitesburg, Ky., has been bought by C. W. Smith.

Drive In Cleaners, 348 N. Beach, Daytona Beach, Fla., has opened a new branch at 222 S. Palmetto. The business, owned by H. J. Bodne, also has a branch at 533 Volusia.

Proprietor B. E. Early of Early Cleaners, Williamsburg, Ky., has opened a new plant to replace the premises recently destroyed by fire.

Dwayne Hall has bought a half interest in Three-Way Cleaners, New Albany, Miss., from Loren Stovall. The two owners will operate it in partnership.

A new plant of One Hour Cleaners has been opened at 115 N. Limestone St., Lexington, Ky., under the management of John Auerbach. The plant is one of 21 branches in several states owned by Allen Foster of Cincinnati.



NORTH WEST

Garibaldi (Ore.) Cleaners has been sold by Mr. and Mrs. J. A. Fitzpatrick to Mr. and Mrs. Charles F. Snider.

Pantorium Cleaners, 675 Second Ave. N., Fargo, N. D., has been sold by Willard Moreau to W. Howard Johnson. A World War II veteran, Mr. Johnson recently returned from a year's active duty in Korea and Japan.

Sadie Kucera has opened a drycleaning establishment and laundry in Filer, Idaho.

Mr. and Mrs. Harley Webber recently held a grand opening for their new Pacific Cleaners and Laundry plant on Duryea St., Raymond, Wash.

Crete (Neb.) Cleaners has been sold by Mac McGraw to Merle Rice.

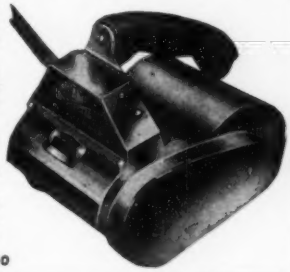
The RFC has approved a business credit for the construction of a new plant by Kodiak (Alaska) Cleaners.

Robert H. and Laura Kelly have filed notice of their re-

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- *It's the Only Truly Portable Fur Ironing and Glazing Machine*
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.



LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)
Price is FOB. Brooklyn, N. Y. $197.50

RELIABLE also offers a complete line of **Fur Cleaning & Fur Storage Equipment.** Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE

RELIABLE MACHINE WORKS, INC.
431 EAGLE STREET BROOKLYN 22, N. Y.

MADE RIGHT! PRICED RIGHT!
RIGHT FOR THE JOB!

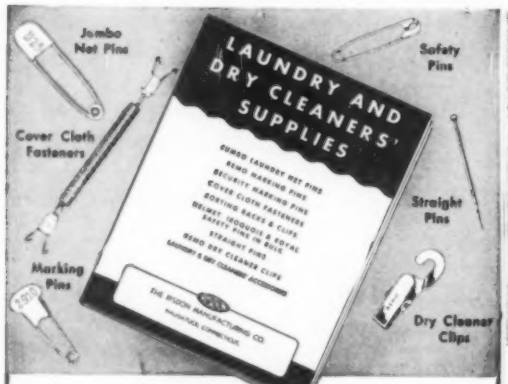
DANDUX BASKETS & TRUCKS

- High Grade Spring Steel Frames
- Best Kiln-dried Hardwood Runners
- Reinforced with Wear-Resistant Chrome Leather
- Electro-galvanized Strip Steel Bottoms

SPECIFY DANDUX FROM YOUR DEALER

C. R. DANIELS, INC.
DANIELS, MD. • 75 West Street, New York 6, N.Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Ask your dealer for your copy of this NEW RISDON REMO CATALOG

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

★ Immediate Shipments
★ Complete Dealer Coverage
★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN. RI-2

tirement from business under the name of City Cleaners, Coos Bay, Ore. The name has been refiled by Lloyd E. Glenz.

T. L. Campbell has sold his interest in Soap Lake (Wash.) Cleaners to his partner, Joe Green.

Vogue Cleaners, 513 Sherman Ave., Coeur d'Alene, Idaho, has been sold by Kenneth Armstrong and Ernie Holbert to Dan J. Hagen, an Air Corps veteran.

John Andreasen, owner of Advance Cleaners, Blair, Neb., has announced plans to build a new plant.

Winston Cleaners has been opened by Elmer and Beulah Reynolds in the Suksdorf Building, Roseburg, Ore.

Jack and Jill One Hour Cleaners No. 10, Inc., 220 Jefferson St., Fairmont, W. Va., has been incorporated by Sammy Securro, John Tasquini and Marshall Leff.

William McGovern and Nicholas Angelucci have leased from Nicholas Melchior the cleaning establishment at 108 N. Union St., Kennett Square, Pa., and will operate under the name of Towne and Country Cleaners.

Damage estimated at $30,000 was caused by a fire at Riverside Dry Cleaners, 941 Genesee St., Rochester, N. Y. The owner, Vincent Battaglia, believed the fire started in a tumbler in an undetermined manner.

Courtney Dry Cleaners has been opened by Charles Courtney at Third and Perry Sts., Columbia, Pa.

A six-story addition to the plant of Arcade-Sunshine Co., Georgia Ave. and Lamont St., N.W., Washington, D. C., has been completed at a reported cost of $700,000. The drycleaning and laundry firm will use several of the six floors.

Parkersburg (W. Va.) Cleaners has been established by Alex Shiretti and Werey Laurento.

The business name of Jeffers Cleaners, 718 Fourth St., West Elizabeth, Pa., has been registered by Joseph B. and Vera A. Jeffers.

Charles J. Templeton has purchased an interest in Economy Dry Cleaning Corp., S. Plank Rd., Newburg, N. Y. The other partner in the firm is Philip Snyder.

Vienna (W. Va.) Cleaners has been opened by proprietor Stables.

Orchid One-Hour Cleaners has been opened at 108 S. Beeson Ave., Uniontown, Pa., under the management of John E. Campbell.

Charles Hollenkoph has bought Finks Cleaners, Parkersburg, W. Va., and has changed the firm name to Chucks Cleaners. He plans to install new equipment.

The fictitious name of Penn Hills Cleaning Co., 521 Jefferson Rd., Pittsburgh, Pa., has been filed by Grant W. Cook.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BLOODSHED?

. . . don't worry, it's easily removed by our famous product—

SCRAM BLOOD

An Instant Liquid Blood Remover
Qt. $1.90
Gal. $4.75

order from your jobber

Warco LABORATORIES

1636-40 West Vernon Ave., Los Angeles 37, Calif., Dept. N

NOTE: No Garment Salvage until after September 1st

OBITUARIES

North Emory Bartlett, 82, former vice president in charge of sales of the Pennsylvania Salt Manufacturing Company, died June 7 at his home in Teal Point, Maryland. He joined the company in 1894, was promoted to general sales agent in 1925 and in 1928 was elected to the post he held until his retirement in 1943.

Mr. Bartlett was active in the early expansion of the chlorine industry, and in directing Pennsalt's sales activity during a period of expansion, including the company's entry into the drycleaning and laundry field. He was a member of many industry and trade organizations and was also active in many sports, charitable and patriotic organizations.

Charles O. Brown, 53, operator of Ozark Cleaners, Joplin, Missouri, died recently of a heart attack. He is survived by his widow and two stepdaughters.

Ben Cohen, 78, one of the founders and president of Mutual Cleaning & Dyeing Co., St. Louis, Missouri, until his retirement last year, died May 5. He is survived by his wife and two sons.

Albert V. Dresher, 77, president of Dresher Bros., Inc., Omaha, Nebraska, died April 30. A drycleaning pioneer, he was one of four brothers who founded the firm in 1898, and was also one of the founders of the Munda-Technical Society which for many years conducted drycleaning research. Mr. Dresher was also president of the Dresher Corporation, a real estate firm, and of Dresher the Tailor. He was a charter member of the Omaha Rotary, a Mason and a Shriner. Survivors include his wife, a brother, Charles W. of Omaha, and two sisters.

Joel D. Eastman, 86, operator for over 40 years of J. D. Eastman Company in Indianapolis, Indiana, died May 2 at his home at Lake Tippecanoe. He had been retired for some years. Mr. Eastman is survived by his widow, a son and three grandchildren.

William F. Higgins, 72, owner of Locke's Cleaners in Clinton, Iowa, died April 18 after suffering a heart attack. He had operated the plant since 1939, and previously had been in the cleaning business in Waterloo for

$5,000 REWARD

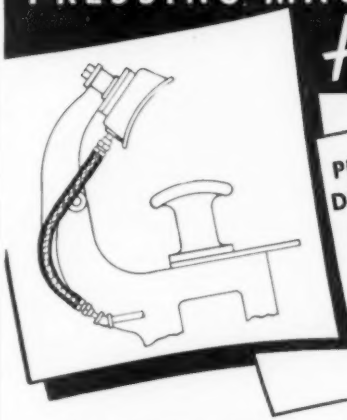
Investigate! Write for Details of Excelsior's Great

"ONE OPERATOR" SILK FINISHING SYSTEM

EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH STREET • DETROIT 26, MICHIGAN

PRESSING MACHINE *Hose*



PROMPT DELIVERY • ALL TYPES AND SIZES

Seamless Bronze Hose Assemblies for all makes of presses. Write for Literature or see your Local Jobber.

PACKLESS METAL PRODUCTS Corp.

31-2 Winthrop Avenue New Rochelle, New York

THERMOTEX

The Miracle Cover Cloth. Outwears—Outlasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Cloth.

2 to 1

Order from
H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

Resillo PRESS PADS

- FLAMONEL (metal flannel)
- STANDARD
- CHAMPION
- FOAMONEL (foam rubber-metal mesh)
- PERFEX
- PERMOPADS

Made in exact accordance with press manufacturers specifications.

RESILLO COMPANY 2328 W. Nelson St. Chicago 18, Illinois

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

SUPER SPEED IS COMING

GET SET FOR THE H-JET

Watch HOFFMAN ads next month

Insurance at COST!

for Thirty-six Years

"Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
3820 Washington Boulevard, St. Louis 8, Missouri

A "Must" for removing LINT OFF GARMENTS

Fast & Sanitary!

"Little Wonder" ELECTRIC WHISK-BRUSH MACHINE

Give your garments a better finish. The only appliance of its kind. Thousands of satisfied users.

WEIGHS BUT 3½ lbs.

Also Mfgrs Patented "NEEDLE BOARDS" for pressing VELVET and NAP FABRIC materials without shine or gloss. SEND FOR CIRCULAR

AMERICAN PRESSBOARD CO. (Est. 1910. Patentees)
110 WEST 30th ST., NEW YORK 1 • Tel. PEnn. 6-8687

27 years. Mr. Higgins was very active in the short clinics held in Ames, Iowa, and also in state association affairs. He is survived by his widow.

J. E. Hamilton, 73, former operator of Hamilton Cleaners at Lubbock, Texas, died recently after a brief illness. Survivors include his wife, two daughters and five grandchildren.

Pierce Manfred Pearson, 60, formerly vice president and works manager of the Huebsch Manufacturing Co., Milwaukee, Wisconsin, died suddenly on May 26 in Milwaukee. Mr. Pearson began his career with the firm in 1908 as a bookkeeper and was responsible for a number of important improvements and inventions connected with the drycleaning and laundry industries. He became vice president in 1919, and continued in that position until his retirement in 1950.

MEETINGS SCHEDULED

August 15, 16 and 17—NICD Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

September 15 and 16—Dry Cleaners Institute **(Ontario)** Annual Convention, Royal York Hotel, Toronto, Canada.

September 22 and 23—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Jefferson, Richmond.

October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.

October 31, November 1 and 2—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 29 and 30—Illinois State Cleaners and Dyers Association, Annual Convention, La Salle Hotel, Chicago.

December 7—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes-locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY,** 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 29 years. 4154-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

PACIFIC COAST Laundries and Drycleaning plants for sale or lease. Let us know what and where you want it, plants all kinds and sizes. E. J. Campbell, 5478 Wilshire Blvd., Los Angeles 36, Calif. 4760-2

CLEANING PLANTS and **FUR STORAGE VAULTS** sold throughout the United States. Attractive proposition to qualified buyers. **FRANK DEUTSCHER,** 16 Court St., Brooklyn 5, N. Y. 4895-2

CLEANING PLANTS. Located in central California. Weekly gross from $275 to $2,500. Prices from $4,940 to $125,000. Stoddard, 140F or Perk. Small or large plants. Leases or land and buildings. **ETZKORN & COMPANY,** Realtor, 607 Market St., San Francisco. Member of National Association of Real Estate Boards. Reference—Your own Bank. 4924-2

Modern synthetic drycleaning plant located in the most fertile valley in the desert. Five-year lease. $1.25 prices. $30,000 full price. For further information write: Midway Cleaners, Box 801, Blythe, Calif. 4740-2

For sale: Well-established drycleaning plant in the **EASTERN MONTANA OIL BASIN,** in city of 7,000, population growing fast. Nearly new modern equipment at $10,000 and brick building in good location for $20,000. Terms if desired. Write to Box 4786, **NATIONAL CLEANER & DYER.** -2

Well established 140F solvent plant with cleaning capacity of $2,000 a week. All new equipment. Good counter business. Suburb of Denver, near Rocky Mt. Arsenal. Real estate included, five-room house adjoins. Retiring on account of health. **ADDRESS: Box 4789, NATIONAL CLEANER & DYER.** -2

HACKENSACK, N. J. DRYCLEANING PLANT FOR SALE—Retail volume $75,000 including real estate. Sale price $55,000. Write to Box 11, Post Office South, Hackensack, N. J. 4802--2

Solvent plant—new building and equipment, one of the finest in Northwest. $30,000 volume. Small laundry. Rental property in building. Bought separately or with building. 15 miles Washington State College. Prosperous wheat country. Elite Cleaners, Colfax, Washington. 4871-2

Modern drycleaning plant located in the most prosperous and fertile valley in Arizona. Excellent climate, schools, junior college. Three miles from county seat, trade area 25,000, prices $1.25. Building 40 x 60. Price $20,000 with reasonable down payment and terms. **ADDRESS:** Dale Blan, Box 157, Thatcher, Arizona. 4894-2

For Sale—Modern Petroleum plant, good city, lower Michigan. Good prices and lease. $30,000 gross 1951. **ADDRESS: Box 4856, NATIONAL CLEANER & DYER.** -2

Modern solvent cleaning plant, old-established business, good reputation. Near Air Base. Good equipment. Reasonable rent with option to buy real estate. Price $15,000; $5,000 down, balance ten years. W. J. Brooks, Central Cleaners, 1305 S. Washington Ave., Mobile, Ala. 4872-2

WELL-ESTABLISHED SOLVENT PLANT in **OHIO,** county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS: Box 4909, NATIONAL CLEANER & DYER.** -2

ESTABLISHED DRYCLEANING BUSINESS IN BEAUTIFUL SANTA BARBARA, CALIF. LAST YEAR GROSSED $28,662 AT $1.50 PRICES. WELL EQUIPPED AND PRICED RIGHT FOR QUICK SALE AS DOCTOR ORDERS RETIREMENT. FOR COMPLETE INFORMATION ADDRESS: Box 4910, NATIONAL CLEANER & DYER. -2

Terre Haute, Ind., old, well established drycleaning business, modern plant and equipment. Growing volume now $100,000. Price $50,000 including well located real estate and adjoining parking lot. Terms to right party. Write O. W. Morrissey, Fletcher Trust Bldg., Indianapolis 4, Ind. 4918-2

Drycleaning plant for sale. 140 Flash Solvent System. 80% equipment 3 years old. Established 20 years. Doing $800 average weekly. Can be doubled. $1.00 prices. Building 22' x 100' with flat above. Well ventilated. Everything including truck a sacrifice at $32,000. Excellent location in Albany, N. Y. 4922-2

FOR SALE—A MONEY-MAKING DRYCLEANING BUSINESS. You'll get excellent return from an investment in this modern, completely equipped drycleaning plant with a volume trade built through eighteen years of operation. Well located in one of the largest cities in downstate Illinois. Owner is retiring and price is low for quick sale. Write for full information on this profitable investment to Box 4923, **NATIONAL CLEANER & DYER.** -2

For Sale—I have a repossessed laundry-cleaning plant with help-yourself department in South Florida. Have good long lease. It's a real buy and opportunity for practical man. Sale price half of the cost. N. B. McCleary, 1944 Karen Club, Fort Lauderdale, Fla., or McCleary Bros., Memphis, Tenn. 4925-2

OREGON—Modern laundry and drycleaning plant in stable community. Has new Butler drycleaning plant with still, stone building. Annual volume $50,000. Owner must sell due to illness. **BRADEEN BROTHERS, BURNS, OREGON.** 4928-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross $150,000. Total price with real estate $150,000, without real estate $80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. **ADDRESS:** Box 4930, **NATIONAL CLEANER & DYER.** -2

IN COLORADO, DRYCLEANING PLANT AND MEN'S CLOTHING STORE COMBINATION FOR SALE. $18,000 PLUS MERCHANDISE INVENTORY. COME AND SEE US ON YOUR VACATION. SAME LOCATION 20 YEARS. 4931-2

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CLEANING PLANTS FOR SALE (Cont'd)

WHOLESALE PLANT–$150,000 Volume 1951. 1–36 x 54 Hoffman LoFront washer; 2–42 x 64 Hoffman LoFront washers; 1–30 x 30 Hoffman LoFront washer; 1–10,000 GPH Butler filter; 1–40" Hoffman extractor; 1–48" Hoffman extractor; 1–30" Hoffman wet extractor; 1–42 x 54 Hoffman wet washer; 10–36 x 30 Hoffman Huebsch tumblers; 5–½-ton panel trucks. Complete spotting and finishing departments. This plant is one of Baltimore's foremost plants. Must sell due to illness of one of the partners. Will take about $50,000 to handle. Write: Box 4932, **NATIONAL CLEANER & DYER.** -2

The only plant in town of 4,000. 60 lb. Perk unit. The most complete plant in heart of San Joaquin Valley. Gross $30,000 a year. Write: I. E. Boyles, Box 365, Atwater, Calif. 4933-2

Old, well-established firm in midwestern town of 75,000 population. Quality cleaning $1.50 price. Approximate gross $65,000. Productive wages average 85c per hour. Long lease and option to buy real estate. **$75,000 WILL HANDLE. ADDRESS:** Box 4934, **NATIONAL CLEANER & DYER.** -2

Well-established solvent cleaning plant, Los Angeles area, doing about $900 a week. One truck and route, good counter business, apartment area. $40,000. Write: Box 4939, **NATIONAL CLEANER & DYER.** -2

OLD-ESTABLISHED drycleaning business. Provable consistent money maker; modernized equipment, wonderful location and reputation. Obvious sacrifice at $18,600 which earnings will repay within short time. Owner handicapped physically. Box 1133, Palm Beach, Fla. 4941-2

COMPLETE MODERN SOLVENT PLANT, vicinity of **DETROIT, MICHIGAN.** Established 1929 under same management, grossing approximately $125,000 annually. Competent well trained staff, up-to-date equipment including 3 delivery trucks, cold storage vault (2,500 coat capacity). Sale or lease, owner retiring. Broker. **ADDRESS:** Box 4943, **NATIONAL CLEANER & DYER.** -2

For Sale: North Idaho, modern petroleum plant. Volume $500 a week over counter at $1.25. Price $20,000, terms. Last time offered if not sold at once. Modern storage vault built in building. ADDRESS: Box 4949, NATIONAL CLEANER & DYER. -2

FOR SALE–Drycleaning, pressing and spotting shop. 3 miles from beach and 1 mile from Hughes Aircraft near Santa Monica. Fine location. All cash-and-carry. $250-$300 per week. $1.25 prices. Full price $4,000. Write: Cleaners, 11523 W. Washington Blvd., Culver City, Calif. 4950-2

OPPORTUNITY–Will install complete solvent plant including boiler, and finishing equipment ready for operation, anywhere in New Hampshire or Maine. Terms to suit buyer. Joseph A. Gauvin, 22 Locust Avenue, Exeter, N. H. 4951-2

Modern synthetic cleaning plant. Exclusive rights in military area. Now netting $1,000 per week with prospects of doubling. Completely equipped with new Hoffman, Cissell, American machinery. Zotic cleaning unit. $27,500. $15,000 cash. C. E. Eubanks, Las Cruces, New Mexico. 4952-2

Synthetic drycleaning located in one of New Hampshire's largest cities. Gross volume in 1951, $35,000. This year showing tremendous increase. Opened in October of 1949 with all new Prosperity equipment. Would sell for $40,000 including real estate which consists of cleaning plant, tailor shop and modern five-room apartment. **ADDRESS:** Box 4953, **NATIONAL CLEANER & DYER.** 4953-2

MODERN DRYCLEANING PLANT. Approximately 11,000 square feet, centrally located, long lease, low rent. Volume above $80,000 annually. **ALL RETAIL. OUR BUSINESS COMES THREE WAYS.** Two large truck routes, big walk-in trade. **ALSO PATRONIZED BY 18 OF THE FINEST DEPARTMENT STORES IN THE CITY OF DETROIT.** Prices $1.75 and up. Our reputation is **PAR EXCELLENCE.** Will spend thirty days to acquaint new owner with our clientele. **$40,000 WITH $20,000 DOWN TAKES ALL.** No brokers. **ADDRESS:** Box 4954, **NATIONAL CLEANER & DYER.** -2

Pere plant, small Ohio town, for amount invested only. Ideal for man and wife. **ADDRESS:** Box 4966, **NATIONAL CLEANER & DYER.** -2

Established modern solvent plant, northern Indiana. Volume $28,000 per year. All cash and carry. Finest equipment. $20,000 includes real estate. **ADDRESS:** Box 4960–**NATIONAL CLEANER & DYER.** -2

San Diego, California, land of opportunity, 28% population increase in last two years. Complete drycleaning business. Large over counter trade. Grossed $36,000 last year. Well located. $45,000. Price includes building, land, fine equipment, living quarters. Write today: Hall Realty, 3689 University Ave., San Diego, Calif. Ti-6639. 4961-2

$2,500 weekly volume. **CHICAGO PLANT ESTABLISHED 10 YEARS. ABSENTEE OWNER.** Newly equipped with the best. Ideal location, modern building. Bachelor service laundry department. Serious illness forces **IMMEDIATE SACRIFICE SALE.** With or without property. $25,000 cash required. **A TERRIFIC BUY FOR SOMEONE. ADDRESS: BOX 4870, NATIONAL CLEANER & DYER.** -2

For Sale: Modern, well established solvent plant, completely and newly equipped 4 years ago. Volume $30,000, can be easily increased. Located in rich agricultural and industrial city of 5,000, central Illinois. Building 36' x 60' concrete and brick. Priced $40,000 complete. **ADDRESS:** Box 4964–**NATIONAL CLEANER & DYER.** -2

SYNTHETIC PLANT, well equipped. Grossed $13,000 last year. Price $10,000 with building. $7,500 without building. The only plant in the county. G & O Cleaners, Baudette, Minn. 4967-2

CLEANING PLANTS WANTED

WANTED–PLANTS–ALL KINDS–New York, New Jersey, Connecticut. **BUYERS WAITING–LIST YOURS. RICHARD J. MULLER,** Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

WANTED TO LEASE

WANTED TO LEASE small retail plant. Experienced silk spotter, manager, all-around dry cleaner. **ADDRESS: Box 4914, NATIONAL CLEANER & DYER.** -17

PARTNERSHIP WANTED

Partner for small drycleaning plant in Long Island. Experienced spotter or someone with a retail or wholesale route in Nassau. Fulton Cleaners, 318 Hempstead Turnpike, W. Hempstead, N. Y. Hempstead 2-2082. 4937-9

DYEING

SHARP'S RE-DYEING COMPANY–DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY. To give you top results **EVERY PIECE** is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you **BETTER DYEING. FOR SERVICE, SATISFACTION,** ship your work to **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** Price list, color card, shipping supplies free on request. 4959-12

SENECA DYERS–EASY-TO-FINISH DYED WORK–TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the **SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N. Y.** 1562-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE,** 3920 West Armitage, Chicago 47, Illinois. 4157-12

DE LUXE DYERS, 16234 Wyoming Avenue, Detroit 21, Michigan. Garment, Rug and Drapery Dyers. Prompt Service, quality work. Michigan's most modern dye house. 4277-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand **CLEANERS FROM COAST TO COAST,** wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade-dyeing will prove an asset to your business. **KRAN-MER** is a money-maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE,** 2435 North Third Street, Milwaukee, Wisconsin. 4835-12

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TRAINING SCHOOLS AND INSTRUCTIONS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you can get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog, covering ten approved courses. **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

LEARN TEXTILE REWEAVING. Invisible repairing (tears, burns, holes) of all textile fabrics. Flexible attendance. Age no obstacle. Day or Evening. Time payments. Write for interesting literature "CD". Metropolitan Training Center, N. Y. State Licensed, 650–6th Ave., New York 11, N. Y. 4837-15

SPOTTER'S POCKET GUIDE

A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAIL INDEX. ORDER ONE NOW. PRICE $4.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-15

SITUATIONS WANTED

I seek a position for Saturdays only, also willing to do pressing without compensation in exchange for opportunity to learn the operation of a drycleaning store. **ADDRESS: Box 4831, NATIONAL CLEANER & DYER.** -5

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade, permanency a must, not best, above average. **ADDRESS: Box 4853, NATIONAL CLEANER & DYER.** -5

SILK SPOTTER–Hubbard graduate with knowledge of latest solvents and processes and the skill to produce quality work. ADDRESS: Box 4858, NATIONAL CLEANER & DYER. -5

SILK SPOTTER–MANAGER, NICD GRADUATE, experienced in all phases of plant operation, production-minded, married, wants steady position with future. **ADDRESS: Box 4865, NATIONAL CLEANER & DYER.** -5

Expert silk spotter, thoroughly experienced in all drycleaning departments including management and equipment. I have had ten years experience and had my own plant for 3 years. Prefer the Middle West. **ADDRESS:** Box 4945, **NATIONAL CLEANER & DYER.** -5

N.I.C.D. GRADUATE wants steady position. Can supervise and assume responsibility. Quality spotter and drycleaner. Age 33, married. Please state salary in first letter. **ADDRESS:** Box 4947, **NATIONAL CLEANER & DYER.** -5

Silk Spotter, competent, all branches, 23 years' experience, references. Capable of training new help. Wishes position in San Jose, Calif., or nearby. Address: Fred Haack, 1144 Davis St., Birmingham, Michigan. 4956-5

WORKING MANAGER, REPUTABLE SPOTTER 15 years experience, desires location in Southwest or Western part of United States. Only quality plant will be considered. If you need a good man, **ADDRESS:** Box 4962, **NATIONAL CLEANER & DYER.** -5

SALESMAN–TECHNICAL, would like to make a change. Now traveling the Southern territory as a field man for a soap manufacturer calling on laundry, drycleaners and jobbers. Have 25 years experience in the drycleaning business. What have you to offer? Please write: Box 4963–**NATIONAL CLEANER & DYER.** -5

Silk spotter or working manager for quality plant. College graduate. Twenty years of practical plant experience in all departments. Highest credentials. **ADDRESS:** Box 4968, **NATIONAL CLEANER & DYER.** -5

SALES MANAGER OR STORE COMPTROLLER. Ten years of wide and varied experience in chain drycleaning field. Used to handling heavy volume. Fully conversant with all phases of store control, sales promotion and training of personnel. **ADDRESS:** Box 4965, **NATIONAL CLEANER & DYER.** -5

HELP WANTED

Working manager for small synthetic plant, located Pittsburgh, Pa. Excellent opportunity for qualified man under age 40. **ADDRESS: Box 4832, NATIONAL CLEANER & DYER.** -7

SPOTTER–New Chicago package-plant organization, growing rapidly, wants ambitious, capable young man desiring a bright future. Write Flair Cleaners, 874 E. 63rd St., Chicago, Ill. 4897-7

Working Manager for small plant, Stoddard solvent, doing quality work where quality is a must. Good salary plus bonus. **ADDRESS: Box 4905, NATIONAL CLEANER & DYER.** -7

WORKING SUPERINTENDENT to take charge of drycleaning, steam cleaning and spotting, in one of the most modern petroleum solvent cleaning plants in Ohio. N.I.C.D. graduate preferred. Good salary, excellent opportunity. **ADDRESS: Box 4908, NATIONAL CLEANER & DYER.** -7

Spotter, washer, experience on Prosperity cleaning units. Must be steady and assume responsibility. Good future for right man. Highest quality work only. One hour from New York City. State references. **ADDRESS: Box 4913, NATIONAL CLEANER & DYER.** -7

Working Manager for small retail solvent plant in South Jersey. Must be experienced in all departments, be able to train, supervise help. Good salary plus bonus. Give experience record, marital and draft status. **ADDRESS:** Box 4927, **NATIONAL CLEANER & DYER.** 4927-7

We are interested in a settled man to establish himself in this area. Must be experienced **SILK SPOTTER.** Excellent working conditions. Write for details. Located nearby New Jersey's finest seashore resorts. Model Cleaners, Woodbine, New Jersey. 4935-7

WORKING FOREMAN–Must be capable, experienced and able to help in any department. Here is a rare opportunity for the right man to permanently connect himself with a long-established firm in Illinois. Give full detailed particulars of your background, past experience, references, etc. **ADDRESS:** Box 4936, **NATIONAL CLEANER & DYER.** -7

PLANT MANAGER, for drycleaning plant located in beautiful town in southwestern Illinois. Drycleaning experience preferred, but not absolutely necessary. Must have background of successful managerial experience. Excellent opportunity with part ownership available for right man. Give complete details in first letter. Apply: Box 4940, **NATIONAL CLEANER & DYER.** -7

INSTRUCTOR: To teach all phases of drycleaning in accredited High School Vocational training school. New, modern plant setup. Starting in September. Age 25-45. Salary approximately $5,000 for 10 months' work. Give complete details and enclose photograph. Address: Howard J. Hopkins, St. Louis Dry Cleaners Exchange, 5514 S. Kings Highway, St. Louis 9, Mo. 4942-7

Man wanted to manage well-equipped, efficient Drycleaning Department doing approximately $2,000 weekly; must be familiar with the modern production methods and must understand silk spotting, as well as all other phases of the cleaning business. My plant is located in Glen Cove, Long Island, which is a beautiful country place with its own free bathing beach, as well as being noted for excellent fishing grounds. It is about twenty miles from New York City and an ideal spot in which to live. The position will pay well and is an excellent opportunity for the right man. Please send photograph and all information as to experience, etc., in first letter. Apply Dyckman Laundry, Glen Cove, Long Island, or call Glen Cove 4-2278, ask for Mr. Samuels. 4944-7

SUPERINTENDENT to take charge of a modern drycleaning plant in suburban Philadelphia. Must have technical and administrative ability. For further details, Fernwood Cleaners & Dyers, Baltimore Ave., & 4th St., Fernwood, Pa. 4957-7

CAN'T DO IT ALONE–Man who can invest, thoroughly experienced all phases, take interest in beautiful new $30,000 plant completed fall of 1951. Excellent proposition. **ADDRESS:** Box 4969, **NATIONAL CLEANER & DYER.** -7

FURS, REPAIR & REMODELING SERVICE

MR. DRYCLEANER! Your complete fur service. Every conceivable fur service available. Write for our booklet-price list. David G. Kaplan's Drycleaners Fur Service, **KATR FURS**, 146 West 29th St., New York City, N. Y. 4938-34

Write for my free Price List of dressed furs for general repair work, tails, paws, etc. Large stock at reasonable prices. H. Schafer, 1425 Lyell Ave., Rochester 6, N. Y. 4891-34

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit sharing plan. State experience and what contacts you have. **ADDRESS:** Box 4337, **NATIONAL CLEANER & DYER.** -14

EXPERIENCED SALESMAN FOR A LARGE WESTERN CANADIAN DRYCLEANING JOBBER; MUST BE THOROUGHLY ACQUAINTED WITH DRYCLEANING OPERATIONS AND HAVE SALES ABILITY. WOULD PREFER A MAN WITH SOME KNOWLEDGE OF LAUNDRY OPERATION AS WELL. NOT OVER 40 YEARS OF AGE. STATE PAST EXPERIENCE, ETC. EXCELLENT SALARY. REPLY TO TESSLER BROTHERS LIMITED, 41 PRINCESS ST., WINNIPEG, MANITOBA, CANADA. 4958-14

TOP-FLIGHT FIELD MAN wanted to represent long-established drycleaning soap manufacturer. Traveling Eastern half of country. Technical knowledge required. Excellent opportunity for right man. Send complete resume and photograph to Box 4862, **NATIONAL CLEANER & DYER.** -14

Exclusive household drycleaner (furniture, rugs, draperies, etc.) want a salesman with following. Wonderful opportunity for the right man. Salary and commission. ADDRESS: Box 4886, NATIONAL CLEANER & DYER. -14

Wanted—Man to demonstrate and sell established line of drycleaning chemical products in central United States. Preferably 30 to 40 years thorough practical knowledge of the drycleaning business. Previous sales experience unnecessary. Advise as to marriage status, health, education, drycleaning experience and what automobile you own, also whether you have any physical handicap. Inquiries will be held in strict confidence. **ADDRESS:** Box 4971, **NATIONAL CLEANER & DYER.** -14

POWER PLANT EQUIPMENT FOR SALE

For Sale: 1—50 horsepower, Powermaster, Marine-type, horizontal boiler. Oil-fired or gas-fired. Good condition. Peter Pan Cleaners, 536 North Centre St., Cumberland, Md. Phone 19. 4881-36

For Sale: One #4065 Johnson Wet-Back Scotch Boiler, Boiler #2653 ASME and National Board Inspection, 125# WP, stoker-fired, 30 HP, complete with Dayton Automatic #4 Stoker, size 30" x 60" with gear box, motor, fan, coal hopper and all electrical controls. This equipment has never been used and is being offered at a considerable savings under present day prices. For complete information write or phone Edmont Manufacturing Company, Coshocton, Ohio. Telephone 1866. 4948-36

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. Tel Ev-9-6585. 832-4

For Drycleaning-Laundry Machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

Prosperity 6A latest type, fully automatic Synthetic Unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CORP.,** 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-6585. 3917-4

SEC-O-MATIC and only SEC-o-matic can give you guaranteed satisfaction on all types of reconditioned Sec synthetic cleaning equipment expertly reconditioned right in our own factory. It will pay you to check with SEC-o-matic Corporation, 57 La France Avenue, Bloomfield, N. J. 4857-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev—9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 3607-4

MACHINERY FOR SALE (Cont'd)

NEW SAN-I-SYSTEM Synthetic Drycleaning Machines. Complete factory service and Standard Warranty. Finance Terms arranged. **CLEANERS SERVICE COMPANY,** 314 W. Main Street, Belding, Michigan. 4566-4

WILLIAMS HAS A COMPLETE STOCK OF DRYCLEANING AND LAUNDRY MACHINERY, COMPLETELY REBUILT, GUARANTEED ONE YEAR. AVAILABLE IMMEDIATE DELIVERY. CALL WILLIAMS FIRST FOR BARGAINS. SERVING THE INDUSTRY FOR THE PAST 30 YEARS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 4625-4

GROSS 42 x 84" all-metal drycleaning washer, also American 36 x 64" maple cylinder, also American 42 x 64" maple cylinder, also American 30 x 48" maple cylinder. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-16 22nd Street, Long Island City 1, New York, Stillwell 6-6666. 4626-4

AMERICAN 60" Monel Open-Top Extractor, also American 48" Open-Top Monel, also American 30" Solid Curb, also American 18" Monel, motor driven. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd Street, Long Island City 1, New York. Stillwell 6-6666. 4628-4

Prosperity latest model, two-girl shirt unit, less collar and cuff press. Sweet Clean Laundry & Dry Cleaners, Inc., 1111 Lincoln Ave., Pittsburgh 6, Pa. 4694-4

ONE PROSPERITY 6-A Perk cleaning unit, one year old. One 100 lb. motor-driven washer. Abarbanell Cleaners, La Grange 90, Ill. 4748-4

U. S. Hoffman 30 x 40" washer and 1,000-gallon filter with trap. **ADDRESS:** Box 4884, **NATIONAL CLEANER & DYER.** -4

Tumbler, drycleaning, 42" x 10' Hoffman Vorclone, 50 RPM, less motor. Attractive price. Hagerstown Equipment Co., Hagerstown, Md. 4888-4

PRESS, latest type American 2-lay sleever, model #113A, serial #616-M39566, A1 condition, $300. Sanitary Laundry Company, 2701 Sisson St., Baltimore 11, Md. 4904-4

Huebsch 30 x 36" drycleaning tumbler, explosion-proof motor, excellent condition, $225. Pantex mushroom and legger presses, good condition. Make offer. 30 boards Tex-Tags, excellent condition. Make offer. 2-girl Prosperity shirt unit. Make offer. Westwood Laundry & Cleaners, Westwood, N. J. 4926-4

American Zone-Air 36" x 30" tumblers, complete with motor drive and switch, thermometer, Honeywell temperature control, quick-opening valves and traps; American Extractor 60 lb. dry weight, complete with 3 HP motor and controls; Olson 5000 gallon Super Flow Filter. Excellent condition at bargain prices. Beatty Zephyr Cleaners, Inc., 3114 Penn Ave., No., Minneapolis, Minn. 4946-4

Western motor belt-driven washer 30 x 36", extractor, pump, filter, excellent condition, sell very reasonably. Real Cleaners, 111 Oak St., Springfield 9, Mass. 4955-4

FOR SALE—Heavy Duty Singer Sewing Machine No. G 5212235. Also Singer Binding Machine No. AF 562266. Good condition. **HOUSEHOLD RENOVATING CO.,** 645 University Ave., Madison, Wis. 4972-4

NEW 135 GALLON VERTICAL SOLVENT STORAGE TANKS. Steel, cone bottom, mounted on legs. For special price for limited time $25 each f.o.b. Cincinnati. Write or wire The American Laundry Machinery Company, Cincinnati 12, Ohio. 4973-4

MACHINERY WANTED

WANTED: USED "HOFFMAN" UTILITY PRESSES, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.," Dr. Pasteur 113, **MEXICO, D. F., MEXICO.** 4047-3

WANTED to buy: Used **PLEATING MACHINES.** Will pay reasonable price. Send details to Robert Winslow, 93 Bruce St., Littleton, Mass. 4397-3

WANTED—Mercury drycleaning units, Hoffman and Pantex H.C.9. pressing machines. Any amount. National Machinery Co., 3655 W. Flagler St., Miami, Florida. 4916-3

When writing to advertisers please mention The NATIONAL CLEANER & DYER

REWEAVING

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 666 Madison Avenue, New York City 21, Dept. O. 148-29

REWEAVING, ONE DAY SERVICE: Cigarette burns, moth-holes, tears, spots on garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1951. **WEAVE MASTERS, INC.,** 413 Race St., Cincinnati 2, Ohio. 3503-29

Do you want larger re-weaving profits? Burns, tears, moth-holes re-woven in all materials. Service 1 day on most jobs. Lowest prices. We specialize in wholesale work. We pay return postage. Satisfaction or your money back. Write for free signs and price lists. **THRIFTY WEAVERS,** 310 St. Clair St., Toledo, Ohio. 3769-29

RE-WEAVING. A prompt, efficient, wholesale, **MAIL-ORDER SERVICE** at a very moderate cost. We **RE-WEAVE** the **EXACT PATTERN** in **ALL FABRICS** eliminating all traces of damage. **FRENCH WEAVING** . . . both sides . . . **IF YOU WISH.** Our complete re-weaving service will make you a satisfied customer. Write for **FREE SERVICE KIT** and **PRICING CHART** or send garment for estimate. Cincinnati Repair Service, 413 Race St., Cincinnati 2, Ohio. 4887-29

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE,** 17 N. State St., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service." 4411-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stotting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

INVISIBLE RE-WEAVING BY EXPERTS. One order will convince you we are the best. Three-day service on large jobs. One-day service if requested. Wholesale price $.75 per running inch. Free estimates. Satisfaction guaranteed. **STIMMEL REWEAVERS,** 435 1st National Bank Bldg., Springfield, Ohio. 4653-29

FOR GUARANTEED REWEAVING of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 428 Avenue A, Rochester 21, N. Y. 4598-29

REWEAVING (Cont'd)

Many plantowners all over America choose to give their customers **INWEAVING** (patented process for repair of **RIPS, TEARS, BURNS, MOTH HOLES**)—performed in **WICHITA FALLS, TEXAS.** Prompt service, **LIBERAL COMMISSION.** We pay return postage. Counter signs and truck decals furnished free. **THE INWEAVING COMPANY OF AMERICA,** 11th & Holliday, Wichita Falls, Texas. 4486-29

REWEAVING by the genuine **FRENCH** process. Quick service—coast-to-coast—satisfaction guaranteed. Experts in restoring burns, moth holes, tears, etc. Send us a trial order today. **R. M. WEISSERT,** 613 Locust St., St. Louis, Mo. 4970-29

REWEAVERS' SUPPLIES

LEARN REWEAVING. Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French Weaving $15. Advanced French Weaving $10. Piece Weaving (includes two instruments) $10. Our simple, illustrated instruction sheet on Piece Weaving (overweave, inweave, etc.) plus one instrument, only $3. All the texts and two instruments $30. Send for Free Information. E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 3880-23

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, $12 each. Replacement points, $6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

MISCELLANEOUS

MAKE CLOTH COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. **MAXANT BUTTON,** 121 S. Morgan, Chicago 7, Ill. 147-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

1,000 EMBOSSED BUSINESS CARDS $3.95 POSTPAID. WRITE FOR FREE SAMPLE AND STYLE CHART. KIN-MAR CO., BOX 7363, PITTSBURGH 13, PENNSYLVANIA. 4480-8

100 TALON TROUSER ZIPPERS $11.50, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. **NASSAU NOTIONHOUSE, NASSAU, N. Y.** 4778-8

FREE SAMPLE OF THE NEW ILLUSTRATED PRICING CATALOG FOR DRYCLEANERS. Louis Corrado, 1112 North St., North Reading, Mass. 4780-8

PADS—COVERS—FLANNELS for STEAM PRESSES. A good source of supply at lowest prices, quality considered. Write: **FRANKLIN TEXTILE MILLS, DEPT. N., FRANKLIN PARK, MASS.** 4833-8

JOBBERS, write for samples and prices on our line of covers, cut flannel and knitted pads for all makes of drycleaning presses. **E. L. RUBIN MFG. CO.,** 4 Monroe St., Pittsfield, Mass. 4834-8

SUEDELEATHER elbow and knee **PATCHES** $4.00 for 24—**KNITTED CUFFS** $3.00 for 24. Tailor trimmings, sewing room supplies at lowest price. Free price list. Nassau Notionhouse, Nassau, N. Y. 4779-8

SAVE EXPENSIVE SEWING LABOR with iron-on adhesive products. Patch linings; tacks cuffs; close open hems; repair rips; reinforce knees, seats and worn areas neatly, quickly without sewing. Write for **FREE PROVE-IT-TO-YOURSELF SAMPLES.** Thermoplastic Adhesive Products, Box 417, Mount Vernon, N. Y. 4902-8

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Advertisers' Index

A

Adco, Inc. 71
Almore Dye House 105
American Brass Co. (American Metal Hose Branch) 106
American Laundry Machinery Co., The 53, 99
American Pressboard Co. 122
Anderson-Prichard Oil Corp. 97
Anderson Specialty Mfg. Co. 109
Armour & Company 9
Armstrong Machine Works 32
Arrow Manufacturing Co., Inc. 34
Associated Business Papers 22

B

Behrstock Co., L. 107
Bertsch & Co. 104
Berlou Company, The 112
Bishop Company, G. H. 37
Blau Manufacturing Co., M. 111
Bock Laundry Machine Co. 116
Boiler Engineering & Supply Co. 117
Bowser, Inc. 110
Butler Manufacturing Co. 23, 35, 43, 63

C

Caled Products Co., Inc. 11
Chevrolet Motors Div., General Motors Corp. 4
Cissell Mfg. Co., Inc., W. M. 95
Cleaners Sales & Equipment Corp. 105
Columbia Boiler Co. 48
Columbia-Southern Chemical Corp. 101

D

Daniels, Inc., C. R. 119
Darco Dept., Atlas Powder Co. 59
Davies-Young Soap Co., The 3
Davis Specialties, Inc. 37
Detrex Corporation 67 & 68
Diamond Alkali Co. 14
Dicalite Div., Great Lakes Carbon Corp. 20
Dodge Division of Chrysler Corp. 89
Dow Chemical Co., The 62
Dryco Corp. 37

E

Eaton Chemical & Dyestuff Co. 55
Emory Industries, Inc. 41
Excelsior Machinery Co. 121

F

Fabric Laundry & Dry Cleaning Machinery Corp. 10
Ford Division of Ford Motor Co. 15

G

Glover, Inc., Bill 78
Greenville Chemical Co. 107
Gross Machinery Co., Inc. 13

H

Haertel Co., Walter 21
Hammond Laundry-Cleaning Machinery Co. 73
Hild Floor Machine Co. 17
Hoffman Machinery Corp., U. S., 31, 61, 91, 98, 100, 104, 107, 108, 110, 112, 115, 117, 119, 120, 122, 4th Cover
Hopkins Equipment Co. 93
Hoyt Mfg. Corp. 33
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co. 87

I

Ingersoll Rand 98

J

Johns-Manville Second Cover

K

Kisco Boiler & Engineering Co. 118
Kohnstamm & Co., Inc., H. 122

L

Lane & Bros., W. T. 115
Lemarque Chemical Co. 85
Lincoln Bag Co., Inc. 49

M

Manitowoc Mfg. Div. of Manitowoc Shipbuilding Co. 47, 111, 117
Mercury Cleaning Systems, Inc. 56
Merson Chemical Co. 16
Montpelier Manufacturing Co. 110
Multi-Clean Products, Inc. 29

N

National Cleaner & Dyer 8, 28
National Cleaners Chemical Mfg. Co. 57
National Indemnity Exchange 122
Newhouse Co. 113
New York Pressing Machinery Corp. 114
Nu-Pro Manufacturing Co. 45

P

Packless Metal Products Corp. 121
Para-Lux Products Co. 49
Pellerin Milner Corp. 81
Pennsylvania Salt Mfg. Co. 79
Pittsburgh Tag Co. 104
Pre-Marked Strip Tag Co. 109
Procter & Gamble 108

R

Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works, Inc. 119
Resillo Co. 122
Risdon Manufacturing Co. 120
Riverside Manufacturing Co. 51

S

SEC-O-Matic Corp. 5
Shell Oil Company 65
Shields Engineering & Mfg. Co. 77
Sta-Nu Corporation 102–103
Star Service Hanger Division of L. A. Young Spring & Wire Corp. 3rd Cover
Starchroom Laundry Journal 26–27
Stauffer Chemical Co. 118
Street & Co., Inc., R. R. 7, 75

T

Tillery Container Co. 106
Time Savers 120
Troy Laundry Machinery Division 25

U

Unipress Co. 113
U. S. Hoffman Machinery Corp., 31, 61, 91, 98, 100, 104, 107, 108, 110, 112, 115, 117, 119, 120, 122, 4th Cover

V

Viking Pump Co. 116

W

Wallerstein Company, Inc. 19
Warco Laboratories 121
Western Laundry Machinery Co. 114
Western Laundry Press Co. 118
White Machine Co. 116
Wichita Precision Tool Co., Inc. 83

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STAR-SERVICE HANGER

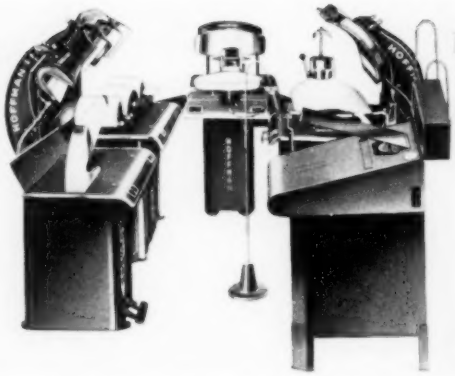
DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED MATTRESS COMPANY, LEASIDE, ONTARIO

TROUSER GUARDS AND DRAPERY SADDLES ALSO AVAILABLE

Could You Use...

✓ **$300 Extra in New Weekly Volume**

✓ **Plus, up to 50% Increase in Regular Drycleaning Volume?**



Big producer in small space! Complete, compact. Air-operated presses with simple push-button controls. Fits a 10x10-foot area.

Then investigate the Hoffman 2-OPERATOR SHIRT UNIT

You win brand new, profitable volume — you gain extra drycleaning business, by joining the swing to shirts! Figure it out! The Hoffman 2-girl unit does 40-55 sports or dress shirts an hour. Multiply that by the prevailing price in your neighborhood. Add the proved fact that shirts bring in regular, steady drycleaning work. That's low cost, high profit income you could use today. Get the facts!

Shirts go together with Suits and Skirts for EXTRA PROFIT!

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.